

**Southern Association for
Institutional Research
October 4-7, 2014**



**Hilton Sandestin Beach Golf Resort & Spa
Destin, Florida**

2014 Conference Program

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CONFERENCE SCHEDULE

Saturday, October 4

8:00am - 5:00pm Registration
9:30am - 4:00pm Pre-Conference Workshops
6:00pm - 7:00pm President's Reception

Sunday, October 5

7:30am - 5:00pm Registration
7:30am - 2:00pm Southern University Group (SUG) Meeting
8:00am - 11:30am SAIR Board Meeting
8:30am - 4:00pm Pre-Conference Workshops
12:00pm - 2:45pm Sponsors/Exhibitors Setup
3:00pm - 6:00pm Exhibit Hall Open
4:00pm - 4:15pm Presenters' & Facilitators' Meeting
5:00pm - 5:45pm Newcomers' Reception
6:00pm - 7:30pm Opening Session
7:30pm - 9:00pm Opening Reception (Exhibit Hall Open)

Monday, October 6

7:15am - 12:00pm Registration
7:15am - 8:00am Continental Breakfast
7:15am - 8:00am Dinosaurs' Breakfast
7:15am - 4:45pm Exhibit Hall Open
7:45am - 8:15am Special Interest Groups
8:15am - 9:00am Concurrent Sessions
9:15am - 10:00am Concurrent Sessions
10:00am - 10:30am Exhibitors' Refreshment Break
10:30am - 11:15am Concurrent Sessions
11:30am - 12:30pm Roundtable Luncheon
12:45pm - 1:30pm Concurrent Sessions
1:45pm - 2:30pm Concurrent Sessions
2:30pm - 3:00pm Exhibitors' Refreshment Break
3:00pm - 3:45pm Concurrent Sessions
4:00pm - 4:45pm Concurrent Sessions
5:15pm Special Event

Tuesday, October 7

7:30am - 9:00am Awards Breakfast
9:00am - 12:00pm Exhibit Hall Open
9:15am - 10:00am Concurrent Sessions
10:15am - 11:00am Concurrent Sessions
11:15am - 12:00pm State SIG Meetings
12:00pm - 3:00pm SAIR Board Meeting

Welcome to SAIR 2014

I am happy so many of you have charted your course and joined us as we “**Navigate Waves of Change into Oceans of Success.**”

The SAIR Board and committees have worked tirelessly in coordinating details hoping this conference is one of the best. Our efforts are aimed to coordinate workshops, presentations and meeting times for special interest groups allowing members of SAIR unique opportunities in professional development.

We are honored to have as this year’s keynote speaker Dr. Rogan Kersh, Provost at Wake Forest University. Dr. Kersh is a very engaging, articulate speaker. I am confident you will find his presentation “**Generation Y On Campus: What’s Distinctive About Today’s College Students?**” most informative.

Also, this year SAIR is returning to offer opportunity for a Monday Evening Special Event, a dinner cruise with Sunquest Cruises. Those who have purchased tickets for this event should plan to meet in the lobby of the Hilton at 5:15pm on Monday. Transportation is provided both “to and from” the boat returning to the Hilton.

This year we are very fortunate to have tremendous Exhibitor and Sponsor support. Please take time to stop by the booths in the Emerald/Coral foyer and thank our supporters. The exhibit area opens on Sunday afternoon at 3:00. Additionally, the morning and afternoon breaks on Monday will be in this area. The exhibit area will be open this year until noon on Tuesday at the conclusion of the conference. There is quite a bit of information to be gleaned from the products and services represented by these folk.

Please know this conference would not have been possible without the many, many people who have contributed their time and efforts. Without our sponsors, the conference wouldn’t have been possible. Information in the concurrent sessions wouldn’t be possible without the presenters. Keeping sessions on track would be impossible without facilitators. The program wouldn’t be possible without behind the scenes work of the Track Committees who reviewed every proposal submitted.

Lastly, I couldn’t have completed the role of Program Chair without the unfailing, constant support of the entire SAIR Board. I am indebted to each of you in ways I am not sure I can repay. In addition to the SAIR Board, Local Arrangements Chair, Diane Hodgins, of Northwest Florida State College has been tremendous support. Thank you!

Sara Gravitt
2014 Program Chair

Conference Tracks

The **Accreditation Track** addresses the revised principles of accreditation adopted by the Southern Association of Colleges and Schools Commission on Colleges. Our members will gain valuable insights about this important process of external peer review.

The **Assessment Track** addresses authentic approaches to evaluating administrative, support and learning outcomes. Whether reflecting upon insights gained from national surveys or highlighting improved learning outcomes based upon locally developed assessment measures, these sessions will highlight best practices.

The **Community College Track** is a burgeoning area of interest at SAIR. The size and diversity of the community college sector requires us to learn as much as we can about these institutions.

The **Institutional Research Track** addresses the effective and efficient collection of data to inform college and university decisions. In addition to data collection, sessions may also address data analysis and dissemination to various stakeholders.

The **Planning Track** is the newest track at SAIR. Because thoughtful planning informs decisions, these sessions address how legitimate planning processes shape the agenda for colleges and universities.

The **Technology Track** addresses the use of technology to facilitate our work. Sessions that demonstrate creative and innovative uses of multiple media will enable us to improve upon services at our own institutions.

SAIR CONFERENCE AWARDS

SAIR has a lively competition for the best printed and electronic Fact Books, printed Mini Fact Book, and website. The electronic ones were judged during the summer. You can submit your printed materials at the conference registration desk by noon Monday, October 6th.

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Looking to the future:
Enhancing the assessment of
student learning outcomes

Date: Monday, October 6

Time: 12:45–1:30 p.m.

Room: Coral Ballroom B

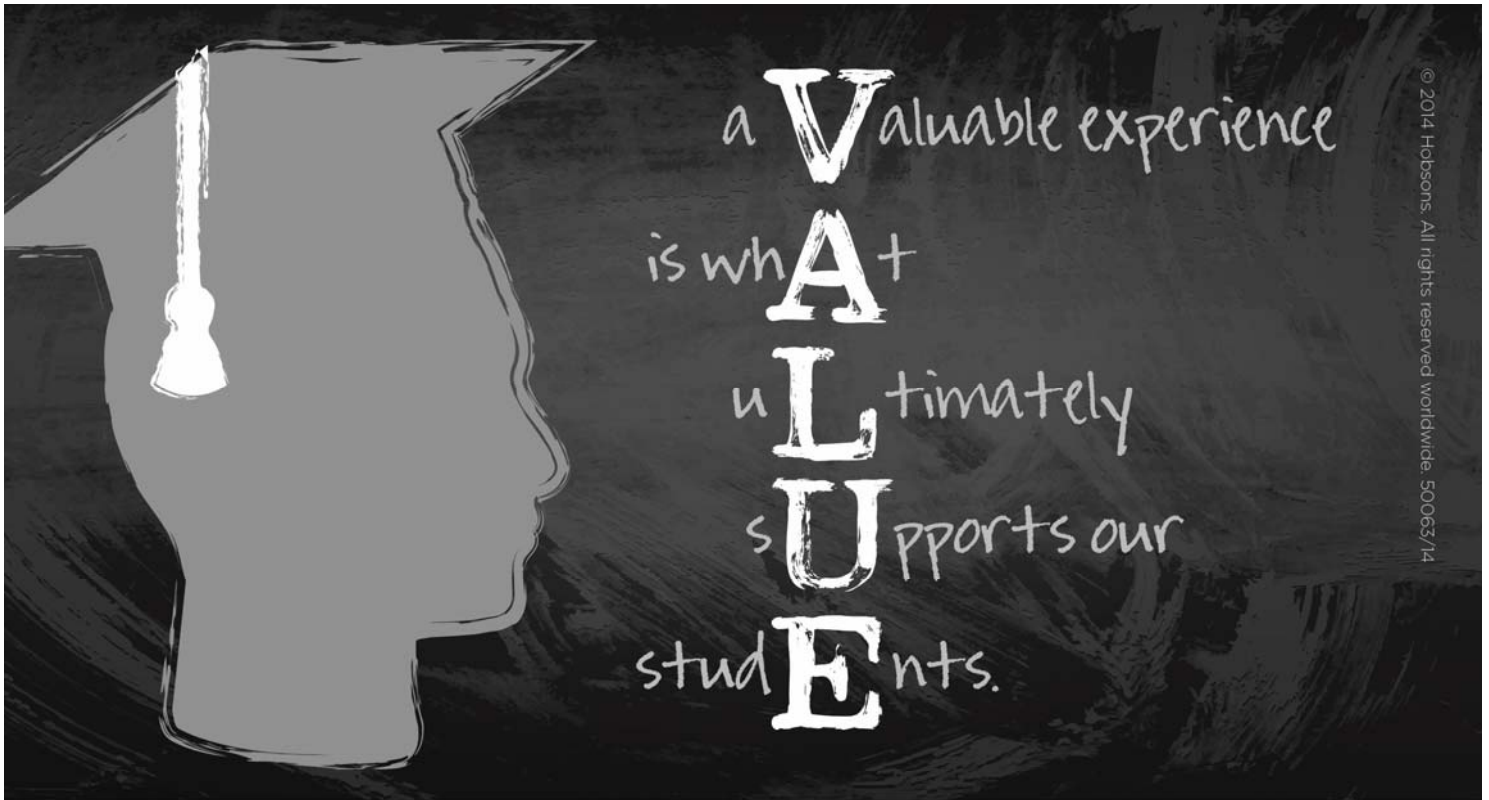
Presented by: Ann-Marie Stephenson

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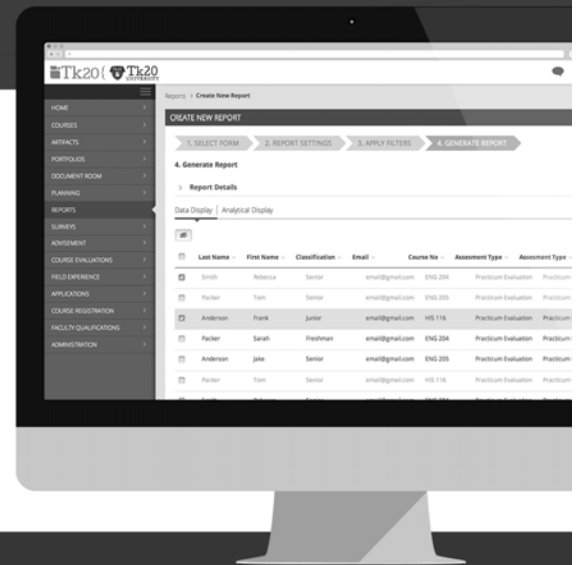
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Exhibit Hall Hours:
Opens Sunday at 3:00 p.m.
Closes Tuesday at Noon

Come join us in the Emerald/Coral Ballroom Foyer to find the many treasures to make your work more effective and efficient. As you come to the Exhibit Foyer/Hall area, please bring your business cards to exchange with Exhibitors as well as be eligible for the drawing of tropical treasures consisting of \$100 Visa cards at each break on Monday. You will need to drop one business card in each of the treasure chests located throughout the Exhibit area. During the Sunday Opening Reception, there will be a special drawing for a lifetime NVivo license.



SATURDAY, OCTOBER 4, 2014

Saturday, October 4, 8:00 am - 5:00 pm
REGISTRATION
 Location: Emerald Registration Desk

WORKSHOPS
Saturday, October 4
9:30 am - 2:30 pm

**Workshop 01: Documenting Student Success in FR 4.1:
 How to Make it Achievable**

Location: Northwest Florida State College

Saturday, October 4, 9:30 am - 2:30 pm

Presenter(s): Meg Wright Sidle, *University of Pikeville*

This workshop will include discussions of (a) appropriate methods of measuring achievement based on mission, including criteria and thresholds; and (b) addressing participant's concerns about FR 4.1. The presenter will demonstrate how to design and create acceptable dashboard-style documents for FR 4.1 in such a way as to provide understandable information for consumers while at the same time delivering institutional users the needed data to support and improve student success. After in-depth group discussions and the demonstration by the presenter, it is intended that attendees of this workshop will have brought data summaries from their home institutions that measure student success so that they may leave with initial dashboards.

Workshop 02: Basic Stats with Excel

Location: Northwest Florida State College

Saturday, October 4, 9:30 am - 2:30 pm

Presenter(s): Emily C. Saleh & Claire Norris, *Louisiana Board of Regents*

This workshop will cover basic statistical principles and procedures for Institutional Researchers who do not have a statistics or other research-related educational background. Software will be limited to Excel. Topics to be covered include descriptive statistics, effectively and accurately displaying and summarizing data, hypothesis testing with Chi-Square and other measures of association, simple linear regression, multiple regression analysis, and logistic regression. At the end of the workshop, participants will be better consumers and producers of data analysis.

Workshop 03: Utilizing Microsoft Access Forms and Reports

Location: Northwest Florida State College

Saturday, October 4, 9:30 am - 2:30 pm

Presenter(s): Nathan Pitts & Molly J Vaughn, *University of North Alabama*

Utilizing Microsoft Access Forms can improve the accuracy and increase the convenience of entering data into an Access Table. Furthermore, utilizing Microsoft Access Reports is a great way to automate the creation of routine reports. This workshop will demonstrate the steps involved when creating and modifying Forms in Access. In addition, this workshop will demonstrate how to use Form options, such as design controls and form properties, in order to better ensure that your form functions and displays exactly as you would like. Data entered into these forms ultimately feed into a Table, which may be summarized by Access Reports. Microsoft Access Report Writer is an efficient tool to view, format, and summarize data. This workshop will cover the basic steps involved in creating a report; how to sort, group, and summarize data displayed in a report; and how to preview and print a report. The workshop will utilize the example of creating a data request log within Microsoft Access. A form will be built to populate this log and reports will be built to summarize both outstanding and recently completed data requests.

Workshop 04: Data Reduction and Analysis Using SPSS

Location: Northwest Florida State College

Saturday, October 4, 9:30 am - 2:30 pm

Presenter(s): Wendy Kallina, *Southern Polytechnic State University*

This workshop will cover the steps in creating scales from survey items using factor analysis and then using the scales for ANOVA/MANOVA. Group differences and identifying effects over time will be explored. This workshop is intended for intermediate institutional researchers who are familiar with SPSS and basic statistical procedures. It may be of particular interest to institutional researchers responsible for analyzing surveys developed in-house.

WORKSHOPS
Saturday, October 4
1:00 pm - 4:00 pm

Workshop 05: Implementing an Institutional Effectiveness Rubric to Deepen the Culture of Assessment

Location: Sandpiper D

Saturday, October 4, 1:00 pm - 4:00 pm

Presenter(s): Patrice Lancey & Divya Bhati, *University of Central Florida*

Rubrics support examination of the extent to which the specified criteria have been reached and provide feedback to improve performance. This session illustrates how an Institutional Effectiveness (IE) Assessment Rubric was developed, implemented and revised at the University of Central Florida as a tool for scoring IE plans from academic programs and administrative and educational support services areas. Participants will understand the benefits of using IE Assessment Rubrics to promote evidence-based change. Working in groups, participants will develop strategies to design and implement rubrics in their own institutions and will apply rubrics to IE assessment plans and results reports.

Workshop 07 - Presenting with Pizazz Using PowerPoint and Prezi**Location: Sandpiper C**

Saturday, October 4, 1:00 pm - 4:00 pm

Presenter(s): Mary Harrington, *University of Mississippi*

This workshop will change the way you think about and create presentations. It will demonstrate that creating effective presentations is both an art and a science. Research-based best practices in effective communication strategies will be presented, and participants will incorporate these strategies into a PowerPoint. Attendees will also be introduced to Prezi, a free on-line flash-based presentation tool and will learn to use it to create a presentation. Prezi can reinvent the way you approach presentations and the way audiences interact with them. Learn how you can create presentations that are engaging, dynamic and powerful. (Laptop computer required. Participants will use the free software Prezi.)

PRESIDENTS RECEPTION**Saturday, October 4, 6:00 pm - 7:00 pm**

Location: Emerald Ballroom A, B, C

Convener: Mary Harrington, *University of Mississippi***SUNDAY, OCTOBER 5, 2014****REGISTRATION****Sunday, October 5, 7:30 am - 5:00 pm**

Location: Emerald Registration Desk

SOUTHERN UNIVERSITY GROUP (SUG)**Sunday, October 5, 7:30 am - 2:00 pm**

Location: Coral Ballroom A

Convener: Ming Wang, *Texas A & M University***SAIR BOARD MEETING****Sunday, October 5, 8:00 am - 11:30 am**

Location: Boardroom

Convener: Mary Harrington, *University of Mississippi***WORKSHOPS****Sunday, October 5****8:30 am - 11:30 am****Workshop 08: Putting Your Employees in the Driver's Seat****Location: Sandpiper C**

Sunday, October 5, 8:30 am - 11:30 am

Presenter(s): Susan Paraska, *Kennesaw State University*

A university's strategic plan sets out its intent to reach a higher, innovative level that could enhance its prominence or establish it as a model of excellence. By engaging employees as plan "owners" they can proactively manage processes and influence change during the implementation, monitoring, and controlling phases. Gain insight into building a network of engaged plan owners who use collaboratively developed, data-based performance metrics in decision-making that can influence the outcome of your strategic plan. This session is based on a piloted model of letting employees take the wheel while on the road to achieving mission goals and strategic initiatives.

Workshop 09 - Utilizing the Delaware Cost Study to Facilitate Unit and Institutional Improvement**Location: Sandpiper A**

Sunday, October 5, 8:30 am - 11:30 am

Presenter(s): John Barnshaw & Tom Eleuterio, *University of Delaware*

Utilizing data from the National Study of Instructional Costs and Productivity (Delaware Cost Study), this half-day workshop explores strategies and tactics for integrating data systems and facilitating unit and institutional improvement through benchmarking

activities. The Delaware Cost Study is the tool of choice for exploring faculty teaching loads, direct instructional costs, and separately budgeted scholarly activity at the discipline level, with approximately 220 four-year institutions participating annually. No pre-requisite knowledge is necessary to participate in this workshop, and it is ideal for individuals who are interested in participating as well as those who would like a refresher on participating in the Study.

Workshop 10: Newcomer Workshop

Location: Coral Ballroom B

Sunday, October 5, 8:30 am - 4:00 pm

Presenter(s): Dana L. Dalton, *Forsyth Technical Community College* and Glenn W. James, *Tennessee Technological University*

This workshop is designed for practitioners who are new to the field of institutional research. The workshop will provide an introduction to institutional research and the principal components and practices of institutional researchers, including how institutional research offices work, and how to be an effective institutional researcher. Included aspects are institutional effectiveness, assessment, accreditation, accountability, communication, project management, resources, and more.

Workshop 17: Qualitative Research: Introduction to Methods and Analysis

Location: Sandpiper D

Sunday, October 5, 8:30 am - 11:30 am

Presenter(s): Katherine McGuire, *Oxford College of Emory University*

Qualitative methodologies can often provide valuable information to institutional research and assessment efforts by adding context and depth to other sources of data. This half-day workshop will introduce participants to qualitative research techniques, with a focus on research design and data analysis. Methodologies discussed will be stakeholder interviews and focus groups, case study and narrative research, as well as document analysis and open-ended surveying. Participants will be introduced to considerations in choosing a qualitative research design; data collection methods; and approaches to analysis, including a brief introduction to free and inexpensive technologies available for assisting in data collection and reduction. (Laptop computer required. Participants will install the free software QDA Miner Lite.)

WORKSHOPS

Sunday, October 5

9:30 am - 2:30 pm

Workshop 11: Excelling in IR – Ways to Make Your Job Easier with Microsoft Excel!

Location: Northwest Florida State College

Sunday, October 5, 9:30 am - 2:30 pm

Presenter(s): Angela Henderson, *Keiser University* and Linda Rowland, *University of North Georgia*

Institutional Research professionals are often asked to accomplish great feats of data manipulation in short periods of time. This workshop will introduce a variety of tips, tricks, and formulas to attendees that can be utilized to increase the efficiency of data processing in Excel. Topics will include PivotTables, keystroke shortcuts, subtotal functions, lookup functions, IF statements, VBA macros, and a host of other useful tools available in Excel. Attendees will participate in hands-on exercises and opportunities to apply the information introduced in the session. If you want to learn more about Excel, this is the session for you!

Workshop 12: Analyzing Student Questionnaire Data Based on Partial Least Squares Regression Model

Location: Northwest Florida State College

Sunday, October 5, 9:30 am - 2:30 pm

Presenter(s): Chau-Kuang Chen, *Meharry Medical College*

This workshop is intended for institutional researchers who are interested in learning analytical skills such as Cluster Analysis, Partial Least Squares (PLS) Regression Model. Live data files such as student questionnaires, environmentally disadvantaged from census tracts, and US/Worldwide infant mortality rates are used to illustrate how the model is constructed. Artificial Neural Network (ANN) Model is implemented as a supplementary tool to offer comparisons in terms of model fitting, accuracy, and applicability. The workshop not only focuses on the model construction and assessment, but also the software demonstration. The intended audiences are researchers with some experience in linear regression.

Workshop 13: Your Day Made Easier: Bring your IR Data to Life with SAS®

Location: Northwest Florida State College

Sunday, October 5, 9:30 am - 2:30 pm

Presenter(s): Wes Rehm, *SAS*

Imagine being able to quickly explore large volumes of dispar-

ate data to better understand more about your institution. With SAS Visual Analytics, you can look at more options, uncover hidden opportunities, identify key relationships and make more precise decisions to drive success faster than ever before. In this SAS workshop, you will get hands on experience and learn how to quickly analyze institutional data through an easy to use, drag and drop web based application. You will also learn how to quickly design interactive reports and distribute those reports via the web, or through mobile BI on an iPad or a tablet.

Workshop 14 - Forecasting in Excel

Location: Northwest Florida State College

Sunday, October 5, 9:30 am - 2:30 pm

Presenter(s): Wendy Kallina, *Southern Polytechnic State University* and Eric Atchison, *Mississippi Institutions of Higher Learning*

Providing timely and accurate forecasts to campus stakeholders can assist in the planning and development of physical, academic, and human resources. This workshop provides hands-on learning and discussion regarding the development and implementation of enrollment forecasting models within higher education institutions. Participants will be provided with a brief history of enrollment forecasting techniques and examples of multiple models of enrollment forecasting such as trend lines, exponential smoothing, moving averages and linear regression, prior to practicing each technique with supplied data.

WORKSHOPS

Sunday, October 5
1:00 pm - 4:00 pm

Workshop 15: IPEDS Tools

Location: Sandpiper A

Sunday, October 5, 1:00 pm - 4:00 pm

Presenter(s): Tara Lawley, *National Center for Education Statistics*

The National Center for Education Statistics will provide a training on the Integrated Postsecondary Education Data System (IPEDS) components and the data tools. Topics for discussion will include an overview of the IPEDS components and an intro to the IPEDS Data Center, IPEDS Trend Generator, and other tools available to data users.

Workshop 16: Best Practices in Evaluating and Documenting Faculty Credentials for SACSCOC Accreditation
Location: Sandpiper C

Sunday, October 5, 1:00 pm - 4:00 pm

Presenter(s): Mary C. Walsh, *Florida Atlantic University*

SACSCOC requires that institutions employ competent faculty. SACSCOC provides guidelines to be used to gauge faculty competence and mandates documentation of faculty credentials as part of the reaffirmation of accreditation process. This workshop walks participants through the faculty credentialing process – from reviewing the SACSCOC guidelines and documentation requirements to analyzing credentials and creating and maintaining documentation. Participants will engage in credential evaluation exercises and share tips, techniques and best practices.

EXHIBIT HALL OPEN

Sunday, October 5, 3:00 pm - 6:00 pm

Location: Emerald/Coral Foyer

PRESENTER & FACILITATORS MEETING

Sunday, October 5, 4:00 pm - 4:15 pm

Location: Theatre

Convener: Eric Atchison, *Mississippi Institutions of Higher Learning*

NEWCOMERS' RECEPTION

Sunday, October 5, 5:00 pm - 5:45 pm

Location: Coral Ballroom C, D

Convener: Lee Sanders, *Southern Arkansas University Tech*

Sponsored by: Civitas and ETS

Sunday, October 5, 6:00 pm - 7:30 pm
CONFERENCE OPENING SESSION

Location: Emerald Ballroom A, B, C
 Convener: Sara Gravitt, Wake Forest University

Sunday Keynote Address



We are pleased to announce our keynote speaker Rogan Kersh, Provost of Wake Forest University. Dr. Kersh's keynote, "Generation Y On Campus: What's Distinctive About Today's College Students?" will provide a data-driven but light-hearted look at how Generation Y students are reshaping the face of American college and university life today-- and will in the future.

Rogan Kersh received his B.A. from Wake Forest in 1986, and returned as provost and professor of political science in July 2012. In this role he oversees the University's academic mission and programs on the Reynolda Campus, working closely with President Hatch, the deans, and faculty and administrative colleagues to support and enhance research, teaching, and graduate and undergraduate programs of the College of Arts and Sciences as well as Wake Forest's Schools of Business, Divinity and Law. He also coordinates academic programming with the administration of the School of Medicine. Prior to arriving at WFU, Kersh was associate dean of NYU's Wagner School of Public Service, where he was professor of public policy.

Kersh has published three books on American political history and on health policy; his *By the People: Debating American Government* (with James Morone) was published in 2013 by Oxford University Press. He has published over 50 academic articles, and does frequent media commentary on U.S. politics. He has been a Mellon Fellow in the Humanities, a Luce Scholar, a Robert Wood Johnson Fellow, and is an elected Fellow of the National Academy of Public Administration. In 15 years' teaching at Yale, Syracuse, and NYU he won four university-wide teaching awards. Kersh received his Ph.D. in political science from Yale in 1996, and has professional experience in the U.S. Congress, the British Parliament, and at think tanks in Tokyo and Washington, DC.

OPENING RECEPTION

Sunday, October 5, 7:30 pm - 9:00 pm

Location: Emerald Ballroom D, E

Sponsored by: Hobsons and National Student Clearinghouse

Join us for the Opening Reception immediately following the keynote address on Sunday evening. Take time to visit with our sponsors, reconnect with colleagues, welcome some newcomers and enjoy the cuisine. A cash bar will also be available.

The Keynote Address and Opening Reception are perfect ways to begin your conference experience.

MONDAY, OCTOBER 6, 2014

REGISTRATION

Monday, October 6, 7:15 am - 12:00 pm

Location: Emerald Registration Desk

CONTINENTAL BREAKFAST

Monday, October 6, 7:15 am - 8:00 am

Location: Emerald Ballroom C, D, E

Sponsored by: Nuventive and SAS

DINOSAURS' BREAKFAST

Monday, October 6, 7:15 am - 8:00 am

Location: Pelican A

Exhibit Hall Open

Monday, October 6, 7:15 am - 4:45 pm

Location: Emerald/Coral Foyer

SPECIAL INTEREST GROUPS

Monday, October 6

7:45 am - 8:15 am

Session 11 Monday, October 06, 2014 7:45 am - 8:15 am
National Student Clearinghouse Student Tracker User Group (NSCHA)

Track: Special Interest

Presenter(s): Ken Reaves, *Florida Southern College* & Shabnam Mehra, *University of South Florida*

Location: Sandpiper D

Session 73 Monday, October 06, 2014 7:45 am - 8:15 am
Special Interest

Jenzabar IR Users

Track: Special Interest

Presenter(s): Michael Hadley, *Methodist University*

Location: Sandpiper C

The Jenzabar IR Users Special Interest group would center on issues of data validation, extract data, and using some of its automated reporting features.

Session 111 Monday, October 06, 2014 7:45 am - 8:15 am
Georgia Independent College Association (GICA)

Track: Special Interest

Presenter(s): Carrie Mata, *Georgia Independent College Association*

Location: Coral Ballroom D

Session 117 Monday, October 06, 2014 7:45 am - 8:15 am
Traditionally Black Colleges and Universities (TBCU)

Track: Special Interest

Presenter(s): Urban T. Wiggins, *Southern University and A&M College*

Location: Theater

The major purpose of the Traditionally Black Colleges and Universities: Special Interest Group shall be to benefit, assist, and advance research leading to improved understanding, planning, and operation of institutions of post-secondary education, with particular emphasis on traditionally black colleges and universities. In keeping with the dynamic nature of institutions of post-secondary education, the TBCU SIG shall encourage the application of appropriate methodologies and techniques from many disciplines.

CONCURRENT SESSIONS

Monday, October 6
8:15 am - 9:00 am

Session 01 Monday, October 06, 2014 8:15 am - 9:00 am
Work Share

Impact and Assessment: An Integrated Approach to Faculty Development

Track: Assessment

Presenter(s): Will Miller, *Flagler College*

Facilitator: Phil Handwerk

Location: Coral Ballroom A

Consistent with the theme of leverage, this session forges a new path in faculty development by not only calling for greater collaboration among programs and personnel, but by demonstrating the compatibility of Faculty Development and Institutional Research in efforts to accomplish institutional and individual development goals. By leveraging our respective resources, knowledge, and experience towards a common goal of assessing and enhancing excellence in teaching and learning, we become more capable of building a sense of community, purpose, and value in higher education. We present an integrated model of faculty development that aligns institutional and individual goals, assessments, and success.

Session 02 Monday, October 06, 2014 8:15 am - 9:00 am
Work Share

Exploring Retention Predictive Analytics: An Institutional Case Study

Track: Assessment

Presenter(s): Bart A Swecker, *The University of Alabama at Birmingham*

Facilitator: Jon Acker

Location: Coral Ballroom B

This presentation examines the development of retention and graduation predictive analytics at The University of Alabama at Birmingham. Utilizing research on retention and degree-completion time, this presentation will outline the process by which UAB sought to build retention, graduation, and student-level retention projections. This presentation will seek to provide a workflow, process timeline, data elements needed, methodologies and software utilized, finding from the analysis, and currently usage of the findings. This presentation will utilize a case study style to deliver information.

Session 03 Monday, October 06, 2014 8:15 am - 9:00 am
Work Share

Digging Deeper: How In-depth Analyses of Community College Performance Measures Can Inform Decision Making

Track: Community College

Presenter(s): Elizabeth L Riesser & Alicia Crouch, *Kentucky Community and Technical College System*

Facilitator: Angie Mason

Location: Coral Ballroom C

As colleges across the country face reduced funding and the cost of college increases, there is pressure for institutions to show positive student outcomes in areas such as developmental education, student persistence, and gainful employment. Performance metrics are a way to measure progress on goals that are

important to individual colleges. However, these metrics are often reported as one data point and may not reflect all aspects of a college's performance on a given metric. This presentation will share examples of more in-depth analyses that have helped provide valuable information and actionable recommendations on one community college system's performance measures.

**Session 04 Monday, October 06, 2014 8:15 am - 9:00 am
Software Demonstration**

From Assessment and Planning to Performance Management

Track: Sponsor Session

Presenter(s): Denise Raney & David Raney, *Nuventive*

Facilitator: Lee Sanders

Location: Emerald A

Hear about Nuventive's Performance Management solution from the perspective of your current assessment and planning processes. This will include discussion of how planning and assessment can gain a more central role on campus. Our new solution allows you to bring all of your data/BI together into a single place where people throughout your institution can take effective coordinated action toward your key goals. We have partnered with Ellucian to offer KPI integrated into the solution for Banner and Colleague customers. We will also share a preview of findings surrounding the changing role of IR from a study by AIR and Ellucian.

**Session 05 Monday, October 06, 2014 8:15 am - 9:00 am
Paper**

Improve Math Course Pass Rates through Math Placement

Track: Institutional Research

Presenter(s): Andy T. Clark, Brian A. Haugabrook, and Barrie D. Fitzgerald, *Valdosta State University*

Facilitator: Amanda Belcher

Location: Emerald B

Students admitted to colleges and universities have specific attributes that may hinder or help them succeed in their academic career. At Valdosta State University, new students typically enroll in a math course in their first year; however, advisors may not know whether the student can succeed in a required math course. To assist advisors, VSU developed a math placement index. By using the admission requirements, a math index is used to inform the advisor about their students' chances of success in a math course. Join us as we review the development and success of the math placement index for VSU.

**Session 06 Monday, October 06, 2014 8:15 am - 9:00 am
Work Share**

Gaining Meaningful Insight through Online Survey Data: Quality vs. Quantity

Track: Institutional Research

Presenter(s): Jennifer Hannigan, *Methodist University*

Facilitator: Sandi Bramblett

Location: Heron

How can an IR office distribute effective feedback with low response rates? What type of data provide meaningful insight? Does qualitative data have value that you can quantify? The intention of this session is to use respondent feedback obtained from online surveys in an effective and meaningful way to enhance the effectiveness of your institution. The presenter will use Course Evaluation data to elucidate quality vs. quantity in context. IR professionals, especially survey researchers and Qualtrics users are encouraged to attend.

**Session 07 Monday, October 06, 2014 8:15 am - 9:00 am
Panel**

Newcomers' Workshop Class of 2009: Lessons Learned

Track: Institutional Research

Presenter(s): Abby Willcox, *Florida SouthWestern State College*; Eric Atchison, *Mississippi Institutions of Higher Learning*; Greg Ohlenforst, *University of Louisiana at Lafayette*; & Emily Saleh, *Louisiana Board of Regents*

Facilitator: Carley Dear

Location: Pelican B

This session can be conceptualized as a continuation of the Newcomer's workshop but is geared toward any individuals who are fairly new in their careers in Institutional Research. The four presenters began their careers in Institutional Research in 2009 and all attended their first SAIR and first newcomer's workshop at the 2009 SAIR Conference in Dallas. The presenters, now with more than twenty years of experience between them, will share their most valuable advice and experiences regarding institutional research and effectiveness, higher education, and the various paths which their careers have taken. The presenters will encourage group discussion and will answer any questions the audience may have based on their unique Institutional Research experiences.

**Session 08 Monday, October 06, 2014 8:15 am - 9:00 am
Work Share**

Developing a Data Governance Infrastructure

Track: Planning

Presenter(s): Tracy Rokas & Mary Lucas, *Belmont University*

Facilitator: Robert Springer
Location: Sandpiper A

In January of 2012, Belmont University reorganized to consolidate IR, report-writing resources, and university-wide assessment under one umbrella. Despite advancements in data gathering and reporting, data integrity challenges continued to plague the University's abilities to develop its analytical capacity. In order to address these remaining concerns, Belmont's Office of Assessment and Institutional Research began a data governance initiative convening committees of data trustees and stewards to establish and document commonly shared definitions within the Data Cookbook and advise on other data-related issues. This presentation highlights strategies undertaken to: 1) communicate the need for data governance, 2) establish processes to document data standards, 3) create a robust data audit system, and 4) implement an integrated training program that highlights the ongoing relationship between data entry and reporting.

**Session 09 Monday, October 06, 2014 8:15 am - 9:00 am
Software Demonstration**

PowerPivot for Excel-Scratching the Surface

Track: Technology

Presenter(s): Arlene Wimbley, *Oakwood University*

Facilitator: Angela Bryan

Location: Sandpiper B

This session introduces a powerful tool for Excel 2010 called PowerPivot. This tool is helpful for those with limited staff and limited budgets to purchase third party products who would like to perform powerful data analysis. Attendees will learn: (1) where to obtain this free add-in, (2) advantages over traditional pivot tables, (3) importing data from various sources, (4) creating PowerPivot table/chart, (5) creating relationships with multiple tables in a single pivot table, and (6) using slicers. Information on other potential uses for PowerPivot will be mentioned.

**Session 10 Monday, October 06, 2014 8:15 am - 9:00 am
Software Demonstration**

Enhance your Information Management Tool Belt with SharePoint

Track: Technology

Presenter(s): Matthew Earhart & Rick Burnette, *Florida State University*

Facilitator: Denise Gardner

Location: Sandpiper C

Microsoft SharePoint is no Panacea. (Actually, Panacea is a town 150 miles East of here.) Learn how you can use SharePoint to solve many of your information management needs. SharePoint is a secure intranet solution that has many features including various types of lists, document libraries, calendars, online forms, task workflow tools, informational wikis and more. The challenge is understanding how to orchestrate these features to meet your needs. Have you thought about using SharePoint? This session will give you a realistic view of what you can do with SharePoint without bogging you down in the technical aspects.

CONCURRENT SESSIONS

Monday, October 6

9:15 am - 10:00 am

Session 12 Monday, October 06, 2014 9:15 am - 10:00 am

Work Share

Charting a Successful Site Visit

Track: Accreditation

Presenter(s): Lynne S. Crosby, *Florida State College at Jacksonville*

Facilitator: Charlene Stubblefield

Location: Coral Ballroom A

This session provides strategies for effectively hosting a site visit that is conducive to the critical work of the SACSCOC On-Site Committee. The session offers a framework for gathering momentum as the visit approaches, designating hosting team leaders, and implementing a tiered communication plan for students and employees, including potential interviewees. The presenter will share examples of hosting assignments, brochures, workroom documentation lists, and logistical arrangements. The session features tips for the optional advisory visit of the SACSCOC Vice President, the Committee Chair's preliminary visit, and hosting site visits at multi-campus institutions. Participants will discuss common challenges and share their institutional strategies.

Session 13 Monday, October 06, 2014 9:15 am - 10:00 am

Work Share

Getting Everyone Involved: Making Institution-Wide Assessment Work

Track: Assessment

Presenter(s): Carol Yin & David Garrison, *LaGrange College*

Facilitator: Christine Ross

Location: Coral Ballroom B

Managing institutional effectiveness, documenting that work,

and coordinating unit-level assessment with strategic decision-making are difficult tasks. Equally difficult is producing compelling evidence of having done so. This session will offer lessons learned from the reaffirmation process that led to better tools, better structures, and better processes. Through discussion and hands-on practice as well as detailed presentation, participants will learn about developing an assessment handbook, a functional template for annual reports, and a process for moving information from the unit level through widely-based review to the level of strategic resource allocation.

**Session 14 Monday, October 06, 2014 9:15 am - 10:00 am
Panel**

Rising to the Challenge: High Impact Developmental Education Reform in Florida

Track: Community College

Presenter(s): Scott J. Parke, *The Florida College System*, Jesse Coraggio, *St. Petersburg College - EpiCenter*, & Kathryn L. Scheuch, *The Florida College System*

Facilitator: Shawn Potter

Location: Coral Ballroom C

Recent state legislation directs Florida College System institutions to accelerate the delivery of developmental education and exempts recent standard high school graduates and active duty military from placement testing. This session will highlight efforts to expand related data collection and provide exempt students with actionable information to make more informed choices about developmental education participation and expedite successful transitions into core courses. Emerging additional state and local data collection will be discussed regarding: instructional delivery approaches, out-of-class interventions, and student support service enhancements. The aim is to elevate advisor-student interactions and optimize data collection to identify pathways that contribute to elevated student success.

**Session 15 Monday, October 06, 2014 9:15 am - 10:00 am
Software Demonstration**

Bridging the Graduation Gap: Improving Retention and Graduation Rates for All Students

Track: Sponsor Session

Presenter(s): Glenn Evans & Paul McDermott, *Hobsons*

Facilitator: Andrew Luna

Location: Coral Ballroom D

Student retention and completion are increasingly important to institutions as state funding and accreditation are tied more and more to outcomes. This session will be an exploration of the need for completion efforts, and how institutions are using tech-

nology to improve retention and graduation rates among all students, including those from lower social-economic backgrounds. The discussion will include services such as Behavior-based Communication, Tracking Student Engagement, Education Planning, Counseling & Coaching, Risk Targeting & Intervention as well as Transfer & Articulation.

**Session 16 Monday, October 06, 2014 9:15 am - 10:00 am
Work Share**

15 to Finish: Finding Further Evidence on Enrollment Intensity

Track: Institutional Research

Presenter(s): Ning Wang & Julius L. Grantt, *University of Georgia*

Facilitator: Eileen Storck

Location: Emerald A

Since the University System of Hawaii engaged in the campaign of "15 to Finish" to promote students taking 15 credits per semester for on-time graduation, several states have started similar graduation initiatives. The work to be shared in this session has been done trying to find evidence of applicability and potential benefits of the "15 to Finish Georgia" initiative with the student population of a Georgian institution. The findings are mixed in terms of students' GPA, course completion rate, graduation rate, and taking enriching or "high impact" education opportunities such as study abroad, internship, and undergraduate research.

**Session 17 Monday, October 06, 2014 9:15 am - 10:00 am
Paper**

"Defining Promise: Optional Standardized Testing Policies in American College and University Admissions"

Track: Institutional Research

Presenter(s): William C. Hiss

Facilitator: Susannah Livingood

Location: Emerald B

This study examines optional standardized testing policies at 33 public and private colleges and universities, based on cumulative GPA and graduation rates. Four cohorts of institutions (20 private colleges and universities, 6 public universities, 5 minority-serving institutions and 2 arts institutions) submitted 123,000 student and alumni records. Few significant differences between submitters and non-submitters of testing were observed in either Cumulative GPAs or graduation rates, despite significant differences in SAT/ACT scores. Optional testing also help build broader access to higher education: non-submitters are more likely to be first-generation-to

-college, minorities, Pell Grant recipients, women and students with Learning Differences.

Session 18 Monday, October 06, 2014 9:15 am - 10:00 am Work Share

Communicating in "Color"

Track: Institutional Research

Presenter(s): Mary Harrington, *University of Mississippi*

Facilitator: Ming Wang

Location: Heron

A major challenge facing many IR/IE professionals is effectively communicating their message. This fun, interactive session draws on communication research that categorizes people into four "colors," each with particular characteristics and communication styles. "Reds" tend to be strong-willed and want to get right to the point, while "Greens" are thoughtful and need time to consider. "Yellows" are enthusiastic and don't want to be bored, while "Blues" love detail and are somewhat indecisive. By recognizing the four "colors" of people, we can learn to tailor our communication strategies to appeal to their particular style, and identify techniques for building a "colorful" team to promote maximum effectiveness.

Session 19 Monday, October 06, 2014 9:15 am - 10:00 am Work Share

Transforming IR Office: Trying to Keeping Ahead of the Curve

Track: Institutional Research

Presenter(s): Michael D. Hadley, *Methodist University*

Facilitator: Jill Triplett

Location: Pelican

Just as institutions evolve overtime to keep up with the changing higher education environment institutional research offices must evolve. Many IR managers face limited resources and are asked to tackle an ever growing list of tasks. Transforming the IR Office will be focus on setting mission and scope of the office, prioritize and delegating workloads, and managing office resources. The target audience is directors, associate directors, and those in leadership positions.

Session 20 Monday, October 06, 2014 9:15 am - 10:00 am Software Demonstration

Assessment Planning, Data Collection, and Reporting: How Tk20 Makes Your Job Easier

Track: Sponsor Session

Presenter(s): Stephen Halbrook, Tk20

Facilitator: Mitzy Johnson

Location: Sandpiper A

Discover how Tk20 fosters sustainable, integrated processes for collecting, analyzing, and producing assessment and accreditation data for both regional and programmatic reporting. The presenter will demonstrate the view of student learning, program quality, and institutional effectiveness that is available in a complete system that also integrates with LMS platforms. Learn how a single system can be used at the institutional level with capabilities to drill down into specific programs. With data tied directly to outcomes, centralized storage of evidence, and Tk20's built-in accreditation report templates, preparing for accreditation or institutional reviews has never been easier.

Session 21 Monday, October 06, 2014 9:15 am - 10:00 am Paper

Planning for Success Amidst Performance Based Funding Appropriations

Track: Planning

Presenter(s): Courtney Griffin, *Tuskegee University*

Facilitator: Steve Wilkerson

Location: Sandpiper B

Performance based funding (PBF) is a phenomenon that exists in many educational systems to award state colleges funding based on outcomes such as graduation, retention, and transfer rates. While the goal of PBF was designed to ensure quality college outcomes for all students, schools whose student body is comprised of many underrepresented students stand to be adversely affected by PBF. Historically black colleges and universities (HBCU) and community colleges are such schools. With the requirement of PBF in these schools, researchers wonder if the mission of HBCU and community colleges will be impacted and whether the concentration on outcomes will impact their ability to educate students.

Session 22 Monday, October 06, 2014 9:15 am - 10:00 am Software Demonstration

From Moving-In To Moving On: Tracking Student Success through Graduation

Track: Technology

Presenter(s): Chris Bellamy, Wade Gum, & Gabriel Berma, *University of North Carolina at Greensboro*

Facilitator: Patricia Gregg

Location: Sandpiper C

This session focuses on the development of a data collection program ("BAM") created by Undergraduate Studies at UNCG in order to assess undergraduate participation in student success

initiatives from the moment students begin their coursework. BAM provides an innovative method for collecting data on student usage of services and tracking participation while also allowing departments to regularly perform assessment. BAM can serve as a model for other institutions, allowing them to create their own programs to meet the needs of their student populations, rather than licensing expensive software.

**Session 23 Monday, October 06, 2014 9:15 am - 10:00 am
Work Share**

Leveraging Policy and Technology to Automate the Collection of Survey Data

Track: Technology

Presenter(s): Michael Bolen & Arkadi Coletti, *University of South Florida*

Facilitator: Kristopher Miltner

Location: Sandpiper D

This presentation will discuss how and why an IR office at a large university successfully leveraged institutional policy to implement an automated mandatory graduation survey within each student's application to graduate.

Significant consideration will be given to navigating the institutional politics surrounding this proactive initiative as well as the technological requirements necessary for implementation. Attendees will be encouraged to apply the lessons learned and techniques employed at their institutions to automate the collection of survey data.

**Session 24 Monday, October 06, 2014 9:15 am - 10:00 am
Workshare**

WEAVEing Thoughts into Plans: Creating a Practical and Manageable Assessment Plan for a New Program

Track: Assessment

Presenter(s): Lori Kuhn-Hancock, *Florida State College at Jacksonville*

Location: Theater

You are rolling out a new program and the outcomes assessment cycle is two months away! This presentation will show you everything that you need to do to create a practical, manageable assessment plan that will yield information that you can translate into program assessment and improvements achieved without pulling out all your hair or spending a week locked in your office!

MORNING REFRESHMENT BREAK

Monday, October 6, 10:00 am - 10:30 am

Location: Emerald/Coral Foyer

Sponsored by: Scantron & Taskstream

CONCURRENT SESSIONS

Monday, October 6

10:30 am - 11:15 am

**Session 25 Monday, October 06, 2014 10:30 am - 11:15 am
Software Demonstration**

Logging the Journey of the QEP and Fifth-Year Report using TaskStream

Track: Accreditation

Presenter(s): Tom Milholland & Phyllis Bolin, *Abilene Christian University*

Facilitator: Ginny Cockerill

Location: Coral Ballroom A

The Fifth-Year Report tracks the institution's course from reaffirmation to the completion of the Quality Enhancement Project. As with most journeys, reality and plans are not always the same. This session demonstrates how to log the journey from departure to docking using TaskStream. Attendees will learn how to successfully develop, generate, document, and deliver the Fifth-Year Report and QEP to SACSCOC through a TaskStream workspace. Addressing necessary adjustments in the process and the attachment of all necessary exhibits is also demonstrated.

**Session 26 Monday, October 06, 2014 10:30 am - 11:15 am
Paper**

What SACSCOC Reviewers Want and Need in Your Compliance Report

Track: Accreditation

Presenter(s): Gerry Dizinno, *The University of Texas at San Antonio* & Mary Harrington, *The University of Mississippi*

Facilitator: Cara Mia Braswell

Location: Coral Ballroom B

The two authors have more than 30 combined years of experience as SACSCOC reviewers. In addition, they collaborated for four years working for SACSCOC in training potential institutional effectiveness reviewers. This presentation will provide a concise summary of how to write narratives for the Compliance Report, how to document assertions made in

those narratives, and tips for making the task of reviewing those materials as easy as possible. While many of the examples will come from 3.3.1.x (Institutional Effectiveness), the presentation will include general guidelines for organizing narratives, linking documentation, and presenting a cogent argument for compliance.

Session 27 Monday, October 06, 2014 10:30 am - 11:15 am Panel

Enlisting and Maintaining Faculty Support for Academic Assessment

Track: Assessment

Presenter(s): Patricia L. Gregg, *Georgia Perimeter College*, Leslie Gordon, *University of Georgia*, & Rosemary Royston, *Young Harris College*

Facilitator: Laura Mills

Location: Coral Ballroom C

Faculty support for academic assessment can range from “all hands on deck” to “Mutiny on the Bounty.” Panel members will share our experiences with enlisting and maintaining faculty cooperation at our institutions. We came to assessment via diverse professional routes, which influence the ways in which we interact with faculty. We will describe the challenges we have encountered and some approaches we have found successful in overcoming them. We hope to hear additional ideas from participants as we chart a course for smooth sailing into the future.

Session 28 Monday, October 06, 2014 10:30 am - 11:15 am Work Share

Student Engagement and Retention: Enhancing Educational Opportunities in an Online Environment

Track: Technology

Presenter(s): Traci Frees & Mark Jones, *Columbia Southern University*

Facilitator: Leslie Gordon

Location: Coral Ballroom D

Many students are opting for learning through online courses, thus colleges and universities must endeavor to offer engaging educational opportunities in the virtual classroom. This session will cover practical strategies for enhancing teaching and learning events that can positively impact retention rates in an online setting from the faculty and student perspectives.

Session 29 Monday, October 06, 2014 10:30 am - 11:15 am Paper

Using a Bayes Net to Model Accepted Student Enrollment Yield and Target Recruitment

Track: Institutional Research

Presenter(s): Corey Dunn, *Agnes Scott College*

Facilitator: Andy Clark

Location: Emerald A

Using guidance provided in the literature and Netica Bayesian network development software (2014), a dynamic model (“Applicant Enrollment Net”) was developed that combines historical admissions and enrollment data with new admissions cases in order to model and predict the probability of accepted students’ enrollment. The presentation focuses on discussion of the Bayesian network’s utility in informing admissions staff of the likelihood of enrollment and, based on enrollment goals and recruiting resources, where targeted recruitment may be most successful.

Session 30 Monday, October 06, 2014 10:30 am - 11:15 am Panel

Advanced Modeling Techniques for Unit and Institutional Improvement

Track: Institutional Research

Presenter(s): John Barnshaw & Tom Eleuterio, *Higher Education Consortia / University of Delaware*

Facilitator: Wendy Kallina

Location: Emerald B

As institutional data accumulates, and decision makers begin to increasingly rely upon “data-driven decisions,” institutional researchers correspondingly must adapt to more advanced modeling techniques and visualizations to better facilitate unit and institutional improvement. This session explores advanced statistical techniques including cluster analyses, hierarchical linear modeling, and Monte Carlo methods to demonstrate how each technique, developed in other research areas can appropriately address institutional research questions.

Session 31 Monday, October 06, 2014 10:30 am - 11:15 am Software Demonstration

Drive Educational Change with Visual Reporting and Analytics using SAS®

Track: Sponsor Session

Presenter(s): Wes Rehm, *SAS*

Facilitator: Kathleen Morley

Location: Heron

Are you seeing success in using self-service reporting and analytics? Do you want to drive change by transforming processes and how your institution operates? Come see our presentation. We will show how institutions are using SAS® Visual Analytics

to quickly design self-service, interactive reports and immediately share them via the web, iPad® or tablet. Ready for the next step? Predictive Analytics! See how institutions can quickly create descriptive and predictive models on the fly using SAS Visual Statistics. Now you can tackle your most complex challenges, and get precise answers – instantaneously.

**Session 32 Monday, October 06, 2014 10:30 am - 11:15 am
Work Share**

To ∞ and Beyond

Track: Institutional Research

Presenter(s): Libby Joyce & Kendrick Tatum, *Duke University*

Facilitator: Donna Sanders

Location: Pelican

Through the use of Tableau, data visualization software, we are redefining our approach to seeing, exploring, and disseminating data across campus. From the top of the university, to the smaller departments and offices, our community of Tableau users is ever growing. This presentation will describe the phases of Tableau use in a university's Institutional Research office, and elaborate to a school's planned approach and use. We are traveling to infinity and beyond in seeing and understanding our data.

**Session 33 Monday, October 06, 2014 10:30 am - 11:15 am
Paper**

Should We Advise All First-time Freshmen Take Heavy Courseloads?

Track: Institutional Research

Presenter(s): Donald J. Rudawsky & Arie Sprigel, *Nova Southeastern University*

Facilitator: Allen Gale

Location: Sandpiper A

Prior analyses at Nova Southeastern University and the University of Hawaii System have demonstrated either similar academic performance for full-time, first-time students taking 12-14 vs 15 or more credits, or in some cases academic benefits for those taking 15 or more credits. Based on feedback at the 2014 AIR Forum, we have expanded analyses to include attempted vs. completed credits, and financial variables.

**Session 34 Monday, October 06, 2014 10:30 am - 11:15 am
Paper**

What Got You Here, Won't Get You There

Track: Planning

Presenter(s): Jim Purcell, *Rhode Island Office of the Postsecondary Commissioner*

Facilitator: Emily Saleh

Location: Sandpiper B

The stock market adage that “past performance is not indicative of future success” is as true in the field of higher education administration. Moving campuses toward a positive strategic future occurs amidst conflict between those advocating for staying the course and those wanting to veer into unknown waters. Data from IR/IE offices and strategies from the campus planner can help keep the people within the organization focused on future successes. The presenter will review the steps of change and how IR/IE and Planners can contribute to campus success.

**Session 35 Monday, October 06, 2014 10:30 am - 11:15 am
Work Share**

Turning Top-Down Evaluations into 360 Degree Peer-to-Peer Feedback using Class Climate to Improve Productivity and Workplace Relationships!

Track: Sponsor Session

Presenter(s): Julie Fulgham, *Scantron Corporation*

Facilitator: Adam Shick

Location: Sandpiper C

Would you like to see your evaluation system transformed into a performance-based assessment to increase productivity and relationships in the workplace? We will share our journey to using Class Climate to make it happen! During this workshop, we will discuss how we developed the questionnaires, setup distribution of questionnaire to supervisors, subordinates, peers, and self. The online 360 Degree Peer-to-Peer Feedback System will help us build on past successes as well as make significant strides for the future and it will also help us know how we are faring in the present. To that end, this new evaluative/feedback model allows each of us to provide one another feedback in a comprehensive and constructive manner.

**Session 36 Monday, October 06, 2014 10:30 am - 11:15 am
Work Share**

Facilities Management: The Role of IR in Policy and Procedure Development

Track: Planning

Presenter(s): Alison Joseph & Elizabeth Snyder, *Western Carolina University*

Facilitator: Michael Dillon

Location: Sandpiper D

With fewer resources and greater demand than ever, facilities management has taken on new significance at institutions around the country. This presentation will examine the role of

an IR office at a regional public university in the development of space-related policies and procedures that maximize both utilization and satisfaction by various types of stakeholders. The discussion will include information about academic and event scheduling, as well as cross-campus collaboration, and the development of a shared governance model, for approaching space-related issues.

**Session 37 Monday, October 06, 2014 10:30 am - 11:15 am
Work Share**

Confronting Data Manipulation

Track: Institutional Research

Presenter(s): Will Miller, *Flagler College*

Facilitator:

Location: Theater

Despite the best efforts of a campus, the potential always exists for data to be manipulated and/or misreported. However, the actions of an institution in the wake of discovering such problems can have a greater influence on reputation and functioning than the original misreporting. In this session, we will investigate practices to help prevent data manipulation and then walk through how to navigate the waters in the aftermath of discovering data errors at your institution.

ROUNDTABLE LUNCHEON

Monday, October 6, 11:30 am - 12:30 pm

Location: Emerald C, D, E

Sponsored by: Thomson Reuters & Tk20

Roundtable 01 Monday, October 06, 2014

11:30 am - 12:30 pm

Course Evaluations: Maximizing Student Feedback

Track: Roundtable

Presenter(s): Ada Kwanbunbumpen, *Tulane University*

Location: Emerald C, D, E

Course Evaluations help gather student reported feedback about the course content and instructor. The information obtained helps students select courses, assists faculty in instructional development, and informs administrative decision-making matters. This roundtable will discuss tools available to administer course evaluations, ways to promote course evaluation awareness, and how to increase response rates and drive change. We will also share and learn from each other various types of technology available to help facilitate prompt administration and return of course evaluation reports.

Roundtable 02 Monday, October 06, 2014

11:30 am - 12:30 pm

Grades of D-F-W: What is Reasonable?

Track: Roundtable

Presenter(s): Teresa P. Hall, *University of Alabama at Birmingham*

Location: Emerald C, D, E

What is a reasonable rate of failure in an undergraduate course? The provost at a research university expressed interest in knowing more about patterns of lack of success in undergraduate courses. This session will provide an overview of the grade analysis provided by the IR office, including a detailed look at how high impact courses were selected for further study and what factors were used for more intensive analysis of the selected courses.

Roundtable 03 Monday, October 06, 2014

11:30 am - 12:30 pm

Understanding the Relationship Between Strategic Planning and Organizational Structure

Track: Roundtable

Presenter(s): Albertha Lawson, *Baton Rouge Community College*

Location: Emerald C, D, E

A lack of understanding of factors that affect strategic planning can result in disillusioned faculty, staff, and students. It can result in poor use of vital resources, failed accreditation reviews and more significantly, it can result in loss of funding. A well-designed and implemented strategic planning process can provide an institution with a forum for campus-wide conversations about important decisions. According to the Society for College and University Planning (SCUP), integrated planning is the linking of vision, priorities, people, and the physical institution in a flexible system of evaluation, decision-making and action. They further posit that integrated planning shapes and guides the entire organization as it evolves over time and within its community. This discussion uses Bolman and Deal (2003) theory of organization structure to understand factors that could hinder the strategic planning process.

Roundtable 04 Monday, October 06, 2014

11:30 am - 12:30 pm

Utilizing OneNote and Other Sources to Consolidate Business Process Documentation

Track: Roundtable

Presenter(s): Amanda Belcher, *University of Central Florida*

Location: Emerald C, D, E

Have you ever been assigned to complete an annual report that you have never seen before and have no idea where to begin? Has your office lost a pivotal employee that knew about

“everything” and took that knowledge with them when they left? If so, creating one document to contain all business processes might be the solution. This discussion will focus on how to reduce these types of situations from happening in your IR office through the utilization of OneNote and other sources. This discussion will also encourage participants to share their knowledge and experience with business process documentation devices.

Roundtable 05 Monday, October 06, 2014

11:30 am - 12:30 pm

Writing Outcomes for Non-Academic Units

Track: Roundtable

Presenter(s): Brenda Turner & Cindy Walker, *Faulkner University*

Location: Emerald C, D, E

Continuous improvement is a goal for the entire organization, including non-academic units such as Financial Aid, Business Office, Admissions and Human Resources. The challenge, however, is writing effective outcomes for each of these units that tie to the institutional mission, aid toward the goal of continuous improvement and are measurable in meaningful ways. This roundtable will share how one institution derived non-academic unit outcomes via discussion groups and surveys of employees within those units and an investigation of outcomes developed by institutions within the region. Solicitation of methods used by roundtable participants will also be sought.

Roundtable 06 Monday, October 06, 2014

11:30 am - 12:30 pm

Utilizing Student Affairs Usage and Participation Data

Track: Roundtable

Presenter(s): Laura Mills, *Armstrong Atlantic State University*

Location: Emerald C, D, E

With the current culture of data and accountability, our Student Affairs staff come to us with their need for more information on who is using their facilities and attending their events. We have had to come up with the best way to report this information in a way that is useful and timely for them using card swipe data and our institutional census files. The Recreation and Wellness Center utilization will be used as an example and discussion will follow.

Roundtable 07 Monday, October 06, 2014

11:30 am - 12:30 pm

Online Certificate in Institutional Research at Florida State University: Professional Development for the New and Seasoned Institutional Researcher

Track: Roundtable

Presenter(s): Paul Stonecipher & Samantha Nix, *Florida State*

University

Location: Emerald C, D, E

This online program is designed to provide academic and professional development opportunities for institutional researchers, administrators, doctoral students, and faculty from all higher education institutions. Whether you are new to the field of Institutional Research or have a few years under your belt, our certificate program has something to offer in aiding you in your academic and professional development. Courses are offered to accommodate the working professional's schedule. The 18-credit hour curriculum focuses on institutional research theory, institutional administration, quantitative research methods, utilization of national databases, and institutional research practice.

Roundtable 08 Monday, October 06, 2014

11:30 am - 12:30 pm

The Socio-economic Testing Bias

Track: Roundtable

Presenter(s): Courtney Griffin, *Tuskegee University* & Jessica L. Reed, *Mobile County Public Schools*

Location: Emerald C, D, E

White Americans score higher than Black Americans on standardized tests in reading, mathematics, and vocabulary. This fact remains true for tests that claim to measure intelligence and scholastic aptitude. This gap appears before children reach kindergarten and it persists well into adulthood. While the math section is objective, the critical reading and writing sections describe topics and content typically associated with the White demographic. Similarly, the verbal section favors White students by using language with which they are more familiar than non-white students and minorities. With these facts, how do educators level the field in testing and aptitude?

Roundtable 09 Monday, October 06, 2014

11:30 am - 12:30 pm

Welcome to PerformanceCloud by Weave

Track: Sponsor Session

Presenter(s): Ray Van Dyke, *Weave*

Location: Emerald Emerald C, D, E

Weave was founded ten years ago by on-campus professionals working together to improve education. Since then, Weave has fostered a dialogue between contributors from hundreds of national and international institutions. Our involvement in that dialogue has afforded us a unique understanding of the pur-

pose and potential of intentional improvement and continually influences the evolution of our services. Today, we combine powerful software, the experience of our Knowledge Team, and the vital contributions of our members subscribers into a platform for meaningful improvement that we call PerformanceCloud. PerformanceCloud is how we help each other improve. Intentionally.

Roundtable 10 Monday, October 06, 2014

11:30 am - 12:30 pm

On the Beach with Big Data!

Track: Roundtable

Presenter(s): Sandi Bramblett, *Georgia Institute of Technology*

Location: Emerald C, D, E

In the book "Big Data: A Revolution That Will Transform How We Live, Work, and Think" (Mayer-Schonberger and Cukier), Big Data is defined as "the ability of society to harness information in novel ways to produce useful insights or goods and services of significant value." That description is fitting when one realizes that decision support is dependent upon accessing data and knowing what to do with it. This discussion will focus on uses of big data in institutional research for harnessing the power of better decisions.

Roundtable 11 Monday, October 06, 2014

11:30 am - 12:30 pm

Response Rate Tips: How to Increase Online Survey Feedback

Track: Roundtable

Presenter(s): Jennifer Hannigan, *Methodist University*

Location: Emerald CDE

What methods do you use to increase your response rates? Do you offer incentives? Have you created a culture of assessment? Increasing response rates for online surveys is a challenge among institutional researchers. This roundtable will provide the opportunity to discuss and ascertain proven, effective strategies that will increase the quality and quantity of survey data.

CONCURRENT SESSIONS

Monday, October 6

12:45 pm - 1:30 pm

Session 38 Monday, October 06, 2014 12:45 pm - 1:30 pm

Work Share

The Transparency Trap: Understanding Information Available to Reviewers

Track: Accreditation

Presenter(s): Angela Henderson, *Keiser University* & Jeff Stewart, *Edison State College*

Facilitator: Kate Kellum

Location: Coral Ballroom A

Increased emphasis on accountability and transparency in post-secondary education has resulted in the development of numerous consumer-oriented websites, reports, and documents, all of which provide information about institutions. In order to ensure that accreditation materials do not contradict published materials, individuals responsible for accreditation processes must have working knowledge of the various external sources from which reviewers may draw information. This session will provide an overview of some of the most common public information sources, the scope of information available, and standards that are most susceptible to being compromised by such information.

Session 39 Monday, October 06, 2014 12:45 pm - 1:30 pm

Work Share

Looking to the Future: Enhancing the Assessment of Student Learning Outcomes to Meet the Challenges of a Changing Higher Education Landscape

Track: Assessment

Presenter(s): Ann-Marie Stephenson, *Educational Testing Service*

Facilitator: Mary Harrington

Location: Coral Ballroom B

ETS recognizes the challenges that institutions are facing, including the mounting pressure for accountability, the ever increasing need for valid student learning outcomes, and the necessity to assess growing numbers of students in varied locations and types of learning environments. Leading the way with enhanced products and services, ETS can help you meet these challenges. Join us for this informative session to learn about new enhancements designed to help you satisfy accreditation and accountability requirements and demonstrate institutional effectiveness. Plus, we'll also discuss groundbreaking research on the impact of motivation on student learning outcomes.

Session 40 Monday, October 06, 2014 12:45 pm - 1:30 pm

Work Share

BUSINESS & INDUSTRIAL EXPANSION: Using a Fast-Track Method to Deliver on the Promise of the Community

College

Track: Community College

Presenter(s): Laura Modlin, *Sowela Technical Community College*

Facilitator: James Green

Location: Coral Ballroom C

Community Colleges have to evolve quickly as we expand with all the industry needs in the area. How we respond to the quick turn-around for trained workers demanded by business and industry will be the key to our survival. Sowela Technical Community College is the only public Community & Technical College in the Southwest quadrant of Louisiana. In the past year, this region has experienced a tremendous influx of investment needed to get ready for business and industry expansion in the area. How the College's Division of Planning and Analysis will respond quickly and accurately to exploded requirements for ad hoc reports, survey research, and analysis of the data involved to meet these demands is the subject of the presentation.

Session 41 Monday, October 06, 2014 12:45 pm - 1:30 pm**Software Demonstration****Assessment Reporting and Beyond**

Track: Sponsor Session

Presenter(s): Howard Taylor, *Xitracs – A division of Concord USA, Inc*

Facilitator: Mary Sapp

Location: Coral Ballroom D

Covers what is assessed, challenges with collection of information, satisfying the agencies and what else can we do with all this data we have collected. Understanding what the key elements are in assessment management and reporting and planning how to go about it from the big picture point of view.

Session 42 Monday, October 06, 2014 12:45 pm - 1:30 pm**IPEDS Update**

Track: Institutional Research

Presenter(s): Tara Lawley, *National Center for Education Statistics*

Facilitator: Eric Atchison

Location: Emerald A

The National Center for Education Statistics will present a general update on the Integrated Postsecondary Education Data System (IPEDS). Topics for discussion will include review of the 2013-14 data collection year, upcoming changes to IPEDS for the 2014-15 and 2015-16 data collection years, and IPEDS Research and Development activities.

Session 43 Monday, October 06, 2014 12:45 pm - 1:30 pm**Work Share****Creating a Tool to Report Post-Collegiate Outcomes**

Track: Institutional Research

Presenter(s): David R. Troutman, *University of Texas System*

Facilitator: Dana Dalton

Location: Emerald B

What happens to students after graduation? Do they find jobs? When they do find jobs, how much money do they make during their first five years of employment? The University of Texas System has developed a website and online tool called seekUT using SAS Visual Analytics that provide valuable data about employment earnings for the first five years after graduation, as well as average student loan debt, for graduates by degree major. This comprehensive online tool can help students and their families plan their future based on a foundation of realistic expectations of potential student loan debt and post-graduation earnings.

Session 44 Monday, October 06, 2014 12:45 pm - 1:30 pm**Work Share****The Student Achievement Measure (SAM): A More Comprehensive Measure of Student Attainment**

Track: Institutional Research

Presenter(s): Christine Keller, *Voluntary System of Accountability*

Facilitator: Abby Willcox

Location: Heron

Learn about the Student Achievement Measure (SAM), a collaborative effort by six higher education associations to enhance transparency and to present a comprehensive measure of student outcomes. SAM tracks student movement across institutions to provide a more realistic picture of undergraduate student progress and completion. SAM is a voluntary alternative to the federal graduation rate, which is limited to tracking the completion of first-time, full-time students at one institution. Through a shared website, institutions across sectors can deliver a more complete picture of student progress along the path to earning a college degree or certificate.

Session 45 Monday, October 06, 2014 12:45 pm - 1:30 pm**Paper****The Future of Institutional Research: Campus and System Office Perspectives**

Track: Institutional Research

Presenter(s): Amelia Parnell, *Association for Institutional*

Research

Facilitator: Nancy Floyd

Location: Pelican

The results of two recent surveys of institutional research (IR) offices from across the United States revealed that the IR function is transitioning from one of mostly mandatory reporting to one of increased involvement in senior-level decision making. This session will address the future shifts of the IR function, ways to reshape the capacity of IR offices, and the tools, knowledge, and resources that campus and system-level professionals will need to meet the rapidly changing demands of the field.

Session 46 Monday, October 06, 2014 12:45 pm - 1:30 pm**Work Share****Tracking Pathways of Student Success**

Track: Institutional Research

Presenter(s): Peter Usinger, *Polk State College*

Facilitator: Lily Hwang

Location: Sandpiper A

This presentation provides academic and administrative audiences—especially those involved with community college curriculum development—with in-depth results of a longitudinal explorative study that supports strategic planning efforts at Polk State College. Focusing on student self-direction, the study aims to improve course success in distance education, to moderate the gap in failure and withdrawal rates between course delivery formats, and to provide tailored learning-strategies related support mechanisms to the diverse student population the College serves. Findings include the widespread absence of applied critical thinking skills and collaborative learning strategies in favor of learner compliance across a significant section of undergraduate programming.

Session 47 Monday, October 06, 2014 12:45 pm - 1:30 pm**Work Share****IR's Role in a World of Data Warehouses: A Theoretical Model**

Track: Planning

Presenter(s): Michael Dillon, *University of Maryland, Baltimore County*

Facilitator: Corey Dunn

Location: Sandpiper B

The presentation explains why IR should play a central role in developing and maintaining campus-wide reporting solu-

tions developed through data warehousing or other “business intelligence” software. It offers a theoretical model of institutional decision-making, showing how IR fits into this paradigm and demonstrating how data warehouses can both remove constraints hindering IR from providing accurate, reliable and timely information to key decision makers, and simultaneously, strengthen IR’s analytic role on campus. It demonstrates how the incorporation of a data warehouse can change the campus’s administrative culture, providing further evidence why IR should play a central role in its development.

Session 48 Monday, October 06, 2014 12:45 pm - 1:30 pm**Work Share****Engaging the Campus: Collaboration Between IT and Academics for Successful Assessment**

Track: Technology

Presenter(s): Charlene Stubblefield, *Prairie View A & M University*

Facilitator: Libby Joyce

Location: Sandpiper C

As institutions across the country are increasingly tasked with producing viable assessment data for accreditation, our university was faced with the monumental task of collaborating between information technology, academic affairs, vendors, faculty, staff and ultimately students to effectively assess student learning outcomes. With so many pieces to this puzzle, building a good foundation of cooperation and communication was key. The university built upon this foundation to optimize use of an existing learning management system and integrate it seamlessly with a new assessment management system. Hear how a historically black institution met these challenges by collaborating across our campuses to successfully implement this project.

Session 49 Monday, October 06, 2014 12:45 pm - 1:30 pm**Work Share****Implementation of an Electronic Data Request Form for Internal and External users**

Track: Technology

Presenter(s): Leslie Savoie & Dominic Lombardi, *Florida Institute of Technology*

Facilitator: Karen Mongo

Location: Sandpiper D

This presentation will demonstrate how the IR office of a medium-sized private university transitioned away from an e-mail based request system to a web based request form that feeds data requests into a centralized repository.

Session 50 Monday, October 06, 2014 12:45 pm - 1:30 pm**Work Share****"Got Grit?"**

Track: Institutional Research

Presenter(s): Elisabeth Barrett, *Georgia College & State University*

Facilitator:

Location: Theater

Grit is passion and perseverance for long term goals, or stamina and follow-through. Educational researchers have coined this concept and they posit that "gritter students are more likely to graduate." This project surveyed a sample of randomly selected students to measure their grit score, and test the correlation between grit and progression towards graduation. The students' earned GPA hours will be used to determine if they are on track to graduate in four, five, six or more years. Theories and results from the findings will be explored and discussed as a group. As well as, discussions about the potential applications and benefits of knowing about grit and how it can help students overcome challenges to graduating in four years.

CONCURRENT SESSIONS**Monday, October 6****1:45 pm - 2:30 pm****Session 51 Monday, October 06, 2014 1:45 pm - 2:30 pm****Work Share****Overcoming the Overwhelming Task of Faculty Credentialing for SACSCOC Reaffirmation**

Track: Accreditation

Presenter(s): Elaina Cantrell, Craig Morton, & Tammy Lynne Moore, *Texas Tech University*

Facilitator: Ada Kwanbunbumpen

Location: Coral Ballroom A

Over 90% of the SACSCOC accreditation regional institutions of higher learning seeking reaffirmation are cited for not being in full compliance with SACSCOC Comprehensive Standard 3.7.1 – Faculty Competence. Using the Faculty Roster Form template and guidelines provided by SACSCOC, colleges and universities must fully defend their hiring choices of the past decade. This session discusses the SACSCOC standard, early planning and preparation, culture change, and the extensive communication and collaboration that went into Texas Tech University's response to the standard.

Session 52 Monday, October 06, 2014 1:45 pm - 2:30 pm**Paper****From Paper to Electronic Course Evaluations: A University's Journey**

Track: Assessment

Presenter(s): Meaghann Wheelis, *Baylor University*

Facilitator: Iva Bergeron

Location: Coral Ballroom B

Student evaluations of courses, which historically have been administered using paper forms, provide an important means of measuring effectiveness of instruction; however, the traditional paper administration has several limitations including excessive time and labor demands. More efficient web-based systems that address these limitations have recently become a common alternative to paper methods. This study, undertaken at a private university in the southern United States, explores a three year transition from paper to electronic course evaluations. We review the lessons learned during the administration of the pilot, compare results between the paper and electronic forms, and discuss plans for the future.

Session 53 Monday, October 06, 2014 1:45 pm - 2:30 pm**Work Share****Improve Your Web Presence (and Save Time) with Interactive Charts that Build Themselves Using HIGHCHARTS Freeware**

Track: Technology

Presenter(s): Rick Burnette, *Florida State University*, Harrison Pang, *The University of Tennessee at Knoxville* & Matthew Earhart, *Florida State University*

Facilitator: Greg Ohlenforst

Location: Coral Ballroom D

Managing and updating charts on your webpage is such a pain your data are probably stale. Help is on its way! It is impossible to replicate all the important views on data with static charting. HIGHCHARTS is free software used extensively to provide users with interactive charts that literally draw themselves. One well-designed HIGHCHART can produce over 100 views of the same data table. Tired of publishing hundreds of pdfs? We will show you how to enhance your data visualization and save time in the process. Don't miss this one!

Session 54 Monday, October 06, 2014 1:45 pm - 2:30 pm**Paper****Future Forward: Ensuring the Viability of Institutional Research in a Knowledge Economy**

Track: Institutional Research

Presenter(s): Sandi Bramblett, *Georgia Institute of Technology*, Gerald McLaughlin, *DePaul University*, & Richard Howard, *Montana State University*

Facilitator: Kathleen Morley

Location: Emerald B

Institutional research has been a recent and dynamic development in the United States. We trace its growth and importance in higher education and some of the reasons behind that growth. This leads to describing the current context of higher education and institutional research. Using the future of a knowledge economy described by the World Bank, challenges are identified for IR professionals to consider in order to maintain a robust and viable profession.

**Session 55 Monday, October 06, 2014 1:45 pm - 2:30 pm
Paper**

The Impact of Friendships on Retention at a Historically Black Institution: A Quantitative Case Study

Track: Institutional Research

Presenter(s): Mondrail L. Myrick & Aryn Abjuk-Khaliq,

Fayetteville State University

Facilitator: Nerissa Rivera

Location: Heron

The retention and graduation rates of underrepresented minority, first-generation, and low-income college students persist as problems in U.S. higher education. Yet, researchers have documented the ways in which minority serving institutions have been successful in serving these students. Still, researchers know little about the non-cognitive factors that impact persistence. This study examines retention factors of first-year students who began college with close friends at a historically Black institution. The researchers used exploratory factor analysis and binary logistic regressions to determine the factors and significance. In addition, the researchers used linear structural relations to estimate hypothesized casual models. Results of the study indicate that students who started college with close friends were less academically prepared but maintained higher retention rates. Social expectations and social confidence were also determined as beneficial factors when comparing students who started with close friends and students who started without close friends.

**Session 56 Monday, October 06, 2014 1:45 pm - 2:30 pm
Work Share**

For Institutions, By Institutions: Creating a Framework for Post-Collegiate Outcomes Reporting

Track: Institutional Research

Presenter(s): Kent Phillippe, *American Association of Community Colleges* & Christine Keller, *Association of Public & Land-grant Universities*

Facilitator: Lee Sanders

Location: Pelican

This session will present an overview of the work of the Post-Collegiate Outcomes (PCO) initiative designed to include broad perspectives on post-collegiate outcomes, and will explore the rationale for different types of measures for different audiences. Charged with developing a framework and proposed policy agenda, the initiative has been working to create answers for institutions, by institutions including: Who?—Who will be included in the measure and for whom is this an appropriate measure?; What?—What data is collected, analyzed and displayed; Where?—Where are the data coming from?; When?—When is the appropriate time to measure this outcome?; and Why?—Why is this data important?

**Session 57 Monday, October 06, 2014 1:45 pm - 2:30 pm
Work Share**

Factors Related to Second-Year Retention and Its Impact on Different Racial Groups

Track: Institutional Research

Presenter(s): Chunmei Yao, *Virginia Commonwealth University*

Facilitator: Urban Wiggins

Location: Sandpiper A

Student persistence in the first two years is critical to colleges and universities. Many factors have significant impact on second-year retention; however, variables related to race/ethnicity on student persistence become less consistent in recent studies, especially using multivariate models. This study is to examine the factors related to second-year retention and its impact on different racial groups using logistic regression model. The population includes cohort freshmen from Fall 2007 to Fall 2011 who enrolled in the third semester. The results will help us to understand how factors contribute to each student racial group in terms of second-year retention.

**Session 58 Monday, October 06, 2014 1:45 pm - 2:30 pm
Work Share**

Technical Efficiency: Developing Measures of the Optimal Input-Output Mix

Track: Institutional Research

Presenter(s): Justin C. Shepherd, *Georgia Institute of Technology*

Facilitator: Christine Murphy

Location: Sandpiper B

Performance indicators have become increasingly important given the attention by policymakers in tying funding and aid to institutional performance. This session is intended to help administrators evaluate their performance by developing measures of technical efficiency using frontier analyses. These measures of technical efficiency allow institutions to compare themselves to their peers and determine whether they are producing the most outputs possible given their inputs. This session will focus on quantitative results to illustrate how to develop measures of technical efficiency, educate as to how these measures should be interpreted, and help inform decision making to ensure optimal funding and performance.

**Session 59 Monday, October 06, 2014 1:45 pm - 2:30 pm
Work Share**

**Planning and Assessment Can Be REWARDING (Literally!)
Learn the Steps Taken by IRSC to Support Emerging
S.P.A.R. Stars!**

Track: Planning

Presenter(s): Steven Daniello & Eileen Storck, *Indian River State College*

Facilitator: Janis Newborn

Location: Sandpiper C

During this session college representatives will share information about the formation, hard work, and accomplishments of the Indian River State College Planning and Assessment Workgroup and the strategies being used to maintain positive momentum, and keep the “competitive spirit” alive in the exciting world of planning and assessment at IRSC.

**Session 60 Monday, October 06, 2014 1:45 pm - 2:30 pm
Software Demonstration**

Getting Data to Work for You

Track: Sponsor Session

Presenter(s): Joe Roof, *National Student Clearinghouse*

Facilitator: Lisa Lord

Location: Sandpiper D

Have you ever get asked the following questions?

- Did my lost admissions enroll somewhere else?
- Where did our transfer-out students attend and what degrees have they earned?
- Did our graduates continue on to a 4 year college or to graduate school?
- Who from our student body is concurrently enrolled?

This session will provide an overview of StudentTracker and

how you can put it to use for you, not only to provide answers to questions, but to develop Enrollment Management strategies. Also, come learn about SAM, Student Achievement Measure, and how the Clearinghouse can assist you in preparing the data for participation. SAM tracks student movement across postsecondary institutions to provide a more complete picture of undergraduate student progress and completion within the higher education system.

**Session 61 Monday, October 06, 2014 1:45 pm - 2:30 pm
Work Share**

How to Build an Online Data Request Form

Track: Technology

Presenter(s): Jessica Guillory, *Dallas County Community College*

Facilitator: Will Miller

Location: Theater

Data usage is on the rise. Research departments have experienced an increase in data usage, and as a result, tracking and prioritizing has become increasingly important. By creating a data request system our department created a simple tracking system for logging requests, and keeping track of how IR data requests align with the district’s needs. The presentation includes methodology, technology, and best practices.

AFTERNOON REFRESHMENT BREAK

Monday, October 6, 2:30 pm - 3:00 pm

Location: Emerald/Coral Foyer

**Sponsored by: US News & World Report and
Concord USA Inc (Xitracs)**

CONCURRENT SESSIONS

Monday, October 6

3:00 pm - 3:45 pm

**Session 62 Monday, October 06, 2014 3:00 pm - 3:45 pm
Paper**

**Institutional Environment and Compliance with Outcomes
Assessment Accreditation Standards**

Track: Accreditation

Presenter(s): Alexei G. Matveev & Nuria M. Cuevas, *SACSCOC*

Facilitator: Sue Herring

Location: Coral Ballroom A

This session will present preliminary findings from a research project that explored whether selected proxy measures of general institutional environment, available resources, and organizational learning are associated with implementation of acceptable outcomes assessment practices in educational programs as measured by institutional compliance with SACSCOC Comprehensive Standard (CS) 3.3.1.1. The session facilitators will engage participants in a structured discussion of the findings and implications for practice and further research.

**Session 63 Monday, October 06, 2014 3:00 pm - 3:45 pm
Work Share**

Sailing the CAT(amaran)through Waves of Change

Track: Community College

Presenter(s): Patricia L. Gregg, *Georgia Perimeter College*

Facilitator: Melissa Lewis

Location: Coral Ballroom B

Critical thinking is a commonly cited outcome of general education at both two- and four-year institutions. This session shares one college's experience with the Critical Thinking Assessment Test (CAT), a scenario-based test that is scored by faculty, which has created waves of change in how they think about teaching, and testing. For some, the waves are small ripples. For others, it is surfing the Mavericks. This session offers a "virtual panel" of faculty, describing how scoring the CAT has impacted their teaching. We will also discuss our exploration of other rubric-based measures for both academic and co-curricular assessment.

**Session 64 Monday, October 06, 2014 3:00 pm - 3:45 pm
Work Share**

Navigating the Rough Waters: Motivating Faculty and Staff to Participate in Planning and Assessment

Track: Assessment

Presenter(s): Sabrina Sattler, *Texas Tech University Health Sciences Center*, Jennifer Shaulis Hughes, *Texas Tech University & Leslie Collins*, *Texas Tech University Health Sciences Center*

Facilitator: Janette Newhouse

Location: Coral Ballroom C

This interactive, multi-institutional presentation will illustrate how two institutions differ in their approaches to motivate faculty and staff to participate in the planning and assessment process. The presenters will (1) describe key components of assessment culture, (2) share primary research regarding faculty and staff perceptions of assessment, and (3) offer pragmatic

strategies to increase faculty and staff involvement in assessment-related activities. This session is highly interactive and the audience will be encouraged to ask questions and to share their own experiences at different points in the session.

**Session 65 Monday, October 06, 2014 3:00 pm - 3:45 pm
Work Share**

Putting the R back in IR: Mini-reports for Decision-Makers from Today's Headlines

Track: Institutional Research

Presenter(s): Phil Handwerk, *Wake Forest University*

Facilitator: Marisa Yates

Location: Emerald A

Often Institutional Research offices are so engaged in the "I" in "IR" (i.e. institutional reporting) that we rarely get to conduct much in the way of large research projects. This presentation will discuss how we can stay in front of our key decision-makers by delivering timely, short reports on topical issues to aide in university planning. This presentation will provide, as an example, our office's examination of the shifting demographics within the US and how that might impact our applicant pool and enrolling student body.

**Session 66 Monday, October 06, 2014 3:00 pm - 3:45 pm
Paper**

Grades: What Do They Tell Us?

Track: Institutional Research

Presenter(s): Jim Purcell, *Rhode Island Office of the Postsecondary Commissioner*

Facilitator: Kristy Neal

Location: Emerald B

The presenter will delve into the importance of looking at course grades as a means of improving instruction, student success and campus finances. Historically, grades have been perceived as something academically sacrosanct and therefore outside the purview of thoughtful external review. Greater emphasis on student success and changes in the higher education funding paradigm has created an opportunity for a more robust review of grading. In addition, many states have begun to distribute state appropriations based on end- of-course grades rather than students occupying seats on a census date, thus changing how W's are perceived by college administrators. National movements like Complete College America and Achieving the Dream have begun to recognize that course grades can be indicative of more than a student's competency on a particular subject matter. Recommendations for institutional action will be shared.

Session 67 Monday, October 06, 2014 3:00 pm - 3:45 pm

Work Share

Identifying Gaps in FTIC Data to Support Enrollment Management and Student Success Efforts

Track: Institutional Research

Presenter(s): Michael Bolen & Shabnam Mehra, *University of South Florida*

Facilitator: Johnathan Gordon

Location: Heron

This presentation will discuss a comprehensive research study that utilized data from multiple sources to identify differences between students in terms of applying, being admitted, enrolling in, and graduating from the university. Significant consideration will also be given to the reasons why differences between students exist and how the university compares against other institutions. The specific research questions, methodology, analyses, and policy implications will be covered. Attendees will be encouraged to apply the research at their institutions to better understand institutional enrollment and student success concerns.

Session 68 Monday, October 06, 2014 3:00 pm - 3:45 pm

Paper

Financial Indicators and Persistence: Evidence from 4-Year Cohorts

Track: Institutional Research

Presenter(s): Danielle D. Fearon, *Baylor University*

Facilitator: Gerry McLaughlin

Location: Pelican

The purpose of the study was to examine the effects of financial indicators on persistence. Four cohorts were selected for inclusion in the study and participants within these cohorts would have spent four years at a large, private Southwestern University. The participants were first time freshmen who enrolled in Fall of 2006, Fall of 2007, Fall of 2008, and Fall of 2009. Only those participants who completed the Free Application for Federal Student Aid (FAFSAs) for their duration at the institution were included in the analysis. The dependent variable was persistence and several financial indicators were included as independent variables.

Session 69 Monday, October 06, 2014 3:00 pm - 3:45 pm

Work Share

Reexamining the relationship between student employment and student success

Track: Institutional Research

Presenter(s): David Troutman & Jessica Shedd, *University of Texas System* and Steve Wilkerson, *University of Texas at San*

Antonio

Facilitator: Tracey Baham

Location: Sandpiper A

There have been mixed results on whether or not student employment has a positive or negative impact on student retention and graduation rates. This presentation will highlight the collaboration between the University of Texas System and the University of Texas at San Antonio to answer the following question: does student employment earnings impede on first-year retention and graduate rates? Using a logistic regression, the model can control for the influence of student and contextual characteristics to determine whether students' earnings has an impact on the probability of student success. Research findings and implications will be discussed.

Session 70 Monday, October 06, 2014 3:00 pm - 3:45 pm

Work Share

Decision Support @ Georgia Tech: We're Developing a Data-Informed Institution...and You Can Too!

Track: Planning

Presenter(s): Sandi Bramblett, *Georgia Institute of Technology*

Facilitator: Jessica Carroll

Location: Sandpiper B

Every day, we use data to make decisions. It can be as simple as finding a weather report to determine what to wear or as complex as analyzing the cost variables in a proposed Master's program. Georgia Tech brought the people who were providing analytical support on a variety of topics together to leverage their strengths as the Decision Support Group for our Executive Leadership Team. We'll cover interdisciplinary studies, collaboration, Enterprise Data Management, success, failure, and why it's important to keep your eyes open to progress at all levels. It's really all about the people...and maybe a little bit about the data.

Session 71 Monday, October 06, 2014 3:00 pm - 3:45 pm

Software Demonstration

U.S News Academic Insights

Track: Sponsor Session

Presenter(s): Evan Jones, *U.S. News & World Report*

Facilitator: Mitzy Johnson

Location: Sandpiper C

U.S. News Academic Insights is the top peer benchmarking and performance assessment tool in Higher Education. Containing unpublished rankings and data, Academic Insights al-

lows college, university and graduate school administrators the ability to create custom peer groups and compare their relative performance to that of others. Data can be visualized using Academic Insights unique data presentations or exported as reports or in raw form. Institutional Research professionals can access the Download Center to export large data sets. This session will cover case studies showing IR professionals how to use Academic Insights for benchmarking and reporting to Senior Leadership.

**Session 72 Monday, October 06, 2014 3:00 pm - 3:45 pm
Work Share**

Creating a Strategic Enrollment Planning Dashboard using SAS Visual Analytics

Track: Technology

Presenter(s): Erik Bowe, *Kennesaw State University & Missi Poynter, SAS Institute, Inc.*

Facilitator: Sean Kerins

Location: Sandpiper D

This session will cover the best practices used by a comprehensive, metropolitan university to create a dashboard to track KPI's related to its strategic enrollment planning process. It will cover how the SEP council and other stakeholders chose specific indicators as well as cover the selection process for choosing SAS Visual Analytics for implementing the dashboard. Lastly, a demonstration of the actual dashboard will occur.

CONCURRENT SESSIONS

**Monday, October 6
4:00 pm - 4:45 pm**

**Session 74 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

The Nuts and Bolts of a Competency-Based Program Substantive Change Prospectus

Track: Accreditation

Presenter(s): Angela Bryan, *Mississippi Gulf Coast Community College*

Facilitator: Kelly Birchfield

Location: Coral Ballroom A

This session will examine the elements of a successful prospectus for SACSCOC substantive change with respect to direct assessment competency-based education. Session participants will learn useful strategies for demonstrating compli-

ance with the requirements and standards that are expected to be addressed in a prospectus of this nature. The presentation will be followed by a question and answer session between presenters and participants.

**Session 75 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

What Clicker Training Taught Me about Improving Assessment: Using Behavioral Science to Get Great Assessment Behavior

Track: Assessment

Presenter(s): Karen Kate Kellum, *University of Mississippi*

Facilitator: Robert Lester

Location: Coral Ballroom B

Most of us have units complying with assessment basic requirements; however, few of us can claim everyone is fully embracing the process. If only we could crawl inside people's heads to "make them understand" the benefits of committing to assessment. Unfortunately, this simply isn't possible. Clicker Training and TAG Teach are training techniques derived from Behavioral Science. This science suggests that context has influence on what people think, believe, and do. This paper provides an overview of this perspective and provides opportunities to discuss ways to improve assessment behavior using ideas from Clicker Training.

**Session 77 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Is IR becoming IM? Strategies and Tools for Effective Information Management (IM).

Track: Technology

Presenter(s): Rick Burnette & Matthew Earhart, *Florida State University*

Facilitator: Jamil Ibrahim

Location: Coral Ballroom D

Institutional Researchers are increasingly becoming information managers with huge volumes of data, reports, and requests. How can we be expected to manage it all? This session will include demonstrations and discussion of information management techniques used to organize, catalog, acquire, retrieve, secure, maintain, and ultimately present information.

**Session 78 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Tracking Undeclared Students From The Red to Yellow Brick Road

Track: Institutional Research

Presenter(s): Whitney Kessinger & Erin Mulligan-Nguyen,

Northern Kentucky University

Facilitator: Simeco Vinson

Location: Emerald A

Over the past decade, the first-time full-time bachelor's degree-seeking cohort has increased by 10% at Northern Kentucky University (NKU). Although the cohort has increased in size, the fall to fall retention rate has remained stagnant. In 2012, NKU's executive team guided the university to take more proactive measures with student success. With a collaborative effort between Institutional Research, Academic Affairs and Student Affairs, the retention database was developed. The retention database tracks students' mobility, key performance indicators (KPIs), and completions. With the focus on retention, this presentation will concentrate on the pathways of those students who enroll as undeclared.

**Session 79 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Identifying Retention Gaps: A Review of the Development of a Retention Analysis Tool

Track: Institutional Research

Presenter(s): Tiffany Gregory, *University of Mississippi*

Facilitator: Somer Givens

Location: Emerald B

The presentation will showcase the development, deployment, and utilization of a retention analysis tool. This tool is used to identify retention gaps within a wide array of student characteristics and retention initiatives in a systematic way. The tool provides information to decision makers about first, second, and third year retention trends of new freshmen, new transfers, and graduate students. This tool was built to facilitate the retention committee members' ability to easily assess specified areas of interest.

**Session 80 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

College Portrait At A Glance: A New VSA Tool for Evidence-based Storytelling

Track: Institutional Research

Presenter(s): Christine Keller, *Voluntary System of Accountability*

Facilitator: Treva Lee

Location: Heron

The Voluntary System of Accountability Program® (www.voluntarysystem.org) was created in 2007 through a partnership among public universities, the Association of Public and

Land-grant Universities (APLU), and the American Association of State Colleges and Universities (AASCU). The original VSA objective to provide consumers and policy makers with unbiased information on the undergraduate learning experience remains the same, but as policy conversations have evolved, so has the College Portrait (www.collegeportraits.org). This session will introduce the new College Portrait At A Glance - a tool that allows users to create custom snapshots of their College Portrait organized around a central theme or issue.

**Session 81 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Expanding Your IR Knowledge and Skills: AIR's Data & Decisions Academy

Track: Institutional Research

Presenter(s): Eric Godin, *Association for Institutional Research*

Facilitator: Lynne Crosby

Location: Pelican

Where do you learn the necessary skills to succeed in institutional research? There is no formal academic path and only a few graduate certificate programs. To address this concern, the Association for Institutional Research (AIR) developed the Data & Decisions® Academy, a series of online, self-paced courses designed for IR professionals. Originally funded by Lumina Foundation and now self-sustaining, Academy participants are mentored by practicing IR professionals. This presentation will introduce attendees to the Academy, discuss course content and structure, provide details on course participants and completers, and outline results from participant evaluations and future Academy plans.

**Session 82 Monday, October 06, 2014 4:00 pm - 4:45 pm
Paper**

Staggering Effects of Natural Disasters and Admission Standards on Student Enrollment and Retention at an HBCU in Louisiana: Case Study on the Southern University System.

Track: Institutional Research

Presenter(s): Brittany Martin, Urban Wiggins, & Moustapha Diack, *Southern University and A&M College*

Facilitator: Courtney Griffin

Location: Sandpiper A

This research paper measures the effects of natural disasters and admission standards on students' enrollment and retention rates at a Historically Black College, Southern University A&M College, in Louisiana. Historical data spanning the peri-

od of occurrences of the natural disasters was collected by the Office of Planning, Assessment and Institutional Research (PAIR). Descriptive statistics was used to analyze and address eight research questions measuring the effects of the natural disaster and admission standards variables. This research seeks to inform institutions on how these variables can impact enrollment and retention rates.

**Session 83 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Closing the Loop: Using IR Data for Planning

Track: Planning

Presenter(s): Sharmyne Evans & Jill Triplett, *Spelman College*

Facilitator: Michael Hadley

Location: Sandpiper B

The annual Planning, Budgeting, and Evaluation (PBE) cycle is designed to support institutional effectiveness at Spelman College, using a three prong approach: planning, documentation, and assessment.

**Session 84 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Actionable Intelligence in Helping Students Succeed

Track: Institutional Research

Presenter(s): Andy T. Clark, Brian A. Haugabrook, & Barrie D. Fitzgerald, *Valdosta State University*

Facilitator: Justin Shepherd

Location: Sandpiper C

Retention and graduation rates have long been student success indicators, which occur at the end of a term or an academic year. By changing the culture on one campus to focus on providing faculty with indicators early in the semester or even before students step foot in class dramatically helped to increase the students' success. Utilizing technology and predictive analytics to communicate and facilitate strategies not only increase retention and graduation, they give more students an opportunity at a better life. Join us as we review techniques and technologies to provide students a higher chance of academic and life success.

**Session 85 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Re-envisioning the Census Reporting Process with Business Intelligence: A Case Study

Track: Technology

Presenter(s): Lee Smith, Jon Corliss, & Kris Miltner, *Univer-*

sity of Alabama at Birmingham

Facilitator: Claire Norris

Location: Sandpiper D

Stakeholders, from schools and administrative units to executive leadership, seek more timely access to official data to support decision-making. They desire census data in a consumable format that can be further analyzed at a school-by-school level. The goal of this session is to provide participants with an understanding of how UAB aligned traditional Institutional Research processes with Business Intelligence solutions to minimize manual data preparation and report generation for census information, while delivering advanced dashboard, reporting, and analytical capabilities to stakeholders. The presenters will share experiences on overcoming technology and organizational challenges, and the synergies offered by BI and IR collaboration.

**Session 86 Monday, October 06, 2014 4:00 pm - 4:45 pm
Work Share**

Using SREB Data Resources in Institutional Research and Planning

Track: Sponsor Session

Presenter(s): Susan Campbell Lounsbury, *Southern Regional Education Board (SREB)*

Facilitator:

Location: Theater

The Southern Regional Education Board (SREB) is one of four regional education compacts in the U.S. Founded in 1948, SREB works with 16 member states to improve public education at all levels. The office of Data Services focuses on postsecondary data collection and analysis with the State Data Exchange (including the Indicators Report) and Fact Book being two widely-used products. This presentation will include highlights of the 2012-13 Indicators Report and results of the updates to the 2013 Fact Book tables. It will also focus on how institutional research and planning professionals can use the data collected and made available on the SREB website for activities such as benchmarking and strategic planning.

MONDAY EVENING SPECIAL EVENT
2-HOUR DINNER CRUISE
SUNQUEST CRUISES

Please meet in the Lobby of the Hilton Sandestin Beach Golf Resort & Spa at 5:15 pm. Roundtrip transportation from the Hilton is provided. Please bring your Special Event ticket.



Thanks to FAIR for sponsoring this year's SPECIAL EVENT

TUESDAY, OCTOBER 7, 2014

AWARDS BREAKFAST
Tuesday, October 7, 7:30 am - 9:00 am
 Location: Emerald Ballroom A, B, C, D
 Sponsored by: Digital Measures

CONCURRENT SESSIONS
Tuesday, October 7
9:15 am - 10:00 am

Session 87 Tuesday, October 07, 2014 9:15 am - 10:00 am
Work Share
Assessing Assessment Practices to Promote Curricular and Cultural Change
 Track: Assessment
 Presenter(s): Tracy A Rokas, *Belmont University*
 Facilitator: Sarah Luczyk
 Location: Coral Ballroom A

For Belmont University, establishing a culture of assessment has entailed over a decade of work to build shared expectations, provide educational opportunities for faculty, and develop the tech-

nical capacity to automate the regular collection and review of assessment results. This session introduces participants to Belmont's assessment on assessment rubric, first implemented in 2012, and its usefulness in communicating University-wide expectations for assessment. It also details the movement of that review system into Tk20, the University's online assessment platform. Participants will learn about strategies to communicate good assessment practices, gain familiarity with Tk20 data review functions, and report on program competencies and educational needs in assessment.

Session 88 Tuesday, October 07, 2014 9:15 am - 10:00 am
Work Share

Driving Student Success through Information Discovery

Track: Institutional Research

Presenter(s): Andy T. Clark, Brian A. Haugabrook, Barrie D. Fitzgerald, *Valdosta State University*

Facilitator: Micah Smith

Location: Coral Ballroom B

Technology continues to change the world in information sharing and how we interact with each other. Online advertising firms compete to grab as much data as possible about you in an effort to increase sales based on your interests and needs. Amazon and Netflix have mastered this arena increasing the value of the companies. Higher education is behind the curve in understanding the specific interest and needs of students. Join us as we review a new innovative student portal created by Valdosta State University that tailors the online experience for each student based on hundreds of variables and analytics.

Session 89 Tuesday, October 07, 2014 9:15 am - 10:00 am
Work Share

Forecasting Enrollment in Higher Education using SAS® Enterprise Guide® and SAS® Forecast Studio®

Track: Institutional Research

Presenter(s): Erik Bowe & Stevern Merritt, *Kennesaw State University*

Facilitator: Linda Sullivan

Location: Coral Ballroom C

This session will discuss the data sources, predictor variables, and SAS tools that have enabled Kennesaw State University (KSU), a comprehensive metropolitan university, to forecast its enrollment and degrees conferred with a fair amount of accuracy. The presentation will include both internal and external sources of data KSU utilized as well as which predictor variables had statistical significance for tracking future growth. In addition, the factors affecting KSU's decision to

use an ARIMA forecasting model will be outlined, along with a review and critique of alternate ratio-based enrollment-forecasting methodologies.

Session 90 Tuesday, October 07, 2014 9:15 am - 10:00 am Paper

Cultivating Creativity: The Role of Humanities and Arts in STEM Education

Track: Institutional Research

Presenter(s): Ning Wang, *University of Georgia*

Facilitator: Tarji Kinsey

Location: Coral Ballroom D

Research on STEM higher education has to move a step beyond most of the current discussion about student enrollment and persistence in STEM fields, to a new perspective that how STEM education can build an innovative workforce for a creative economy by cultivating creativity in STEM graduates while preparing them with technical skills. This study analyzed Humanities and Arts education for STEM students at a research university to explore possibilities of bridging the art-science dichotomy. The findings suggested that for STEM students, Humanities and Arts education is an engaging factor that promotes persistence and excellence in STEM learning. The result is to be distributed for discussions with STEM departments on encouraging students to blend in more Humanities and Arts subjects into their course taking, and encouraging STEM faculty members to bring Humanities and Arts elements into their teaching.

Session 91 Tuesday, October 07, 2014 9:15 am - 10:00 am Paper

NSSE Benchmarks and Student Outcomes at a Minority Serving Institution

Track: Institutional Research

Presenter(s): Mondrail L. Myrick, *Fayetteville State University*

Facilitator: Katherine McGuire

Location: Sandpiper D

This research investigates retention and graduation of undergraduate students at a historically black institution using survey data from the National Survey of Student Engagement (NSSE) and student background data. Four years of freshmen and senior data were collected. Cronbach alpha and mean comparisons were used to test the legitimacy of the NSSE benchmark constructs. Results indicated freshmen students that did not drop out of the institution had significantly higher levels on engagement on all five NSSE benchmarks: academic

challenge, active and collaborative learning, student faculty interaction, enriching educational experiences, and supportive campus environment than freshmen that dropped out. Seniors that graduated had significantly higher academic backgrounds and NSSE Benchmark scores. Results also indicated the NSSE Benchmarks were reliable at a historically black institution.

Session 92 Tuesday, October 07, 2014 9:15 am - 10:00 am Paper

Performance Based Funding in Florida: A Deep Dive Into the Metrics, Benchmarks, and Allocation

Track: Institutional Research

Presenter(s): Jennifer Nabors, *State University System of Florida Board of Governors*

Facilitator: Christine Keller

Location: Dolphin

The State University System of Florida Board of Governors will be allocating \$200 million (combined new and base funding) among system institutions utilizing a performance based funding model. While many other states are considering or implementing performance based funding, the Florida model has unique features such as two choice metrics and credit for excellence and improvement. This presentation will be an in-depth look at the decision-making behind the model, its metrics, the benchmarks, and the allocation process.

Session 93 Tuesday, October 07, 2014 9:15 am - 10:00 am Paper

Time To Baccalaureate Degree Completion: Improving Efficiency for Students and Institutions

Track: Institutional Research

Presenter(s): Glenn W. James, *Tennessee Technological University*

Facilitator: Carlos Piemonti

Location: Heron

American higher education continues to be a balance of (a) institutions seeking to provide an excellent collegiate experience, (b) students seeking to manage the cost of a college education, and (c) policy makers seeking to raise the collective educational level of the citizenry. The time that each student spends in the collegiate experience must be assessed in order to optimize baccalaureate degree attainment for the benefit of all stakeholders. This study provides direction about how to conduct this kind of research and recommendations about how to apply the results toward improvement of the institution and the collegiate experience of students.

**Session 94 Tuesday, October 07, 2014 9:15 am - 10:00 am
Software Demonstration
Lessons in Accreditation: Managing SACS Reaffirmation at
5 and 10 Years**

Track: Sponsor Session

Presenter(s): Tom Milholland, *Abilene Christian University*,
Amy Bawcom, *Central Texas College*, & Colleen Arrey,
Taskstream

Facilitator: Jenny Hartness

Location: Pelican

This session features case studies from two institutions that used Taskstream to streamline assessment and manage SACS reaffirmation. Join us to learn how Abilene Christian University improved assessment processes across all academic and non-academic programs, gained its 10-year reaffirmation with no deficiencies, and is now preparing for its 5-year interim report. Central Texas College will share how they managed their recent SACS reaffirmation, integrating institutional effectiveness, strategic planning, and learning outcomes assessment in the preparation of their Compliance Certification Report. Both presenters will share best practices, lessons learned, and how they engaged faculty and departments throughout the reaffirmation process.

**Session 95 Tuesday, October 07, 2014 9:15 am - 10:00 am
Paper**

The Gates Millennium Scholars Program and the College Choices of Low-Income, High-Achieving African Americans, Hispanic Americans, Asian/Pacific Islanders, and American Indians

Track: Planning

Presenter(s): David Richards, *Frederick D. Patterson Research Institute, UNCF*, Barry Nagle, *UNCF*, Terrell Garrett, *UNCF*, & Janet Awokoya, *Frederick D. Patterson Research Institute, UNCF*

Facilitator: Diane Hodgins

Location: Sandpiper A

Davis, Nagle, Richards, and Awokoya (2013) examined African Americans' selections of postsecondary institutions. To generalize these findings and identify differences between racial/ethnic groups, we're analyzing quantitative and qualitative survey data. Financial concerns and college reputation influenced college choice. Races differed in the effect of earlier notification on increased college choice.

**Session 96 Tuesday, October 07, 2014 9:15 am - 10:00 am
Panel**

Using Analytics To Power and Scale Student Success Initiatives

Track: Technology

Presenter(s): Rob Robinson, *Civitas Learning*, M. Paige Borden, *University of Central Florida*, & Kurt Ewen, *Valencia College*

Facilitator: Lesley Shotts

Location: Sandpiper B

As students pursue their educations, they tell their stories in the data they create and interact with along the way. That information, captured in higher education databases, is an untapped resource that has the power to transform students' journeys by improving their learning, academic outcomes, and overall likelihood of success. This session will discuss how diverse higher education institutions are beginning to implement a "data, science, people" approach to delivering the right information, to the right people, at the right time, and in the right way in order to measurably improve and power up student success initiatives.

**Session 97 Tuesday, October 07, 2014 9:15 am - 10:00 am
Paper**

What in the World is GPI: One Institution's Experience with Measuring its Students' Global Perspectives

Track: Assessment

Presenter(s): Tracey Baham & Jeremy Baham, *Mississippi State University*

Facilitator: Sharmyne Evans

Location: Sandpiper C

Enhancing students' global citizenship is a part of many institutions' strategic plans and missions; however, more research is needed to examine the success of curricular and co-curricular interventions. The Global Perspective Inventory (GPI) is one instrument that measures students' perspectives of other cultures. Beyond basic cultural awareness, the GPI considers three domains when evaluating students' flexibility in their perspectives of other cultures: cognitive, interpersonal, and intrapersonal. This presentation recommends how the GPI may be used and provides results of one strategy an institution used to increase its students' global perspectives.

**Session 98 Tuesday, October 07, 2014 9:15 am - 10:00 am
Work Share**

Adjusting the Metrics of a Learning Center as University Mission, Values, Goals, and Objectives Change

Track: Assessment

Presenter(s): Christine C. Murphy & Thomas A. Carnot, *Clemson University - Academic Success Center*

Facilitator: Heather Langdon

Location: Theater

The process of assessment is ongoing. Modifications to what is being assessed and how must be done as the mission, values, goals, and objectives of the university change. A learning center must connect their mission and goals to that of the university.

This presentation will examine some of the changes this learning center has made to what is being assessed. The impact various programs have on the objectives of the learning center will also be examined. Specifics on the mix and quantity of services and their impact on outcomes will be discussed.

CONCURRENT SESSIONS

Tuesday, October 7

10:15 am - 11:00 am

Session 99 Tuesday, October 07, 2014 10:15 am - 11:00 am

Work Share

Program Assessment Practices at Institutions Across the Southeast

Track: Assessment

Presenter(s): Lynne S. Crosby, *Florida State College at Jacksonville*

Facilitator: Amy Bawcom

Location: Coral Ballroom A

This session focuses on a survey of program assessment/general education assessment practices at southeastern colleges and universities. The presenter will summarize the results of the survey, including frequency of assessment cycles, the review of program assessment plans and reports, guidelines, the impact of the program assessment/general education assessment process, and future changes that institutions may be considering for their program assessment process.

Session 100 Tuesday, October 07, 2014 10:15 am - 11:00 am

Paper

Balancing the Counter-Pressures of Assessment in 21st Century Higher Education

Track: Assessment

Presenter(s): Will Miller, *Flagler College*

Facilitator: Corey Dunn

Location: Coral Ballroom B

Assessment is stressed across college campuses as an essential activity given the realities of higher education in the 21st Century. Key stakeholders, however, view assessment through different lenses with federal agencies, state agencies, boards of trustees, administrators, faculty, students, staff, parents, and community members all having different interpretations of the importance of and need for it. In this session, we will discuss the differing views of these stakeholder groups and how assessment professionals can best manage present cross-pressures.

Session 101 Tuesday, October 07, 2014 10:15 am - 11:00 am

Paper

University Spending & Graduation Rates: Does Money Matter?

Track: Institutional Research

Presenter(s): Eric Atchison, *Mississippi Institutions of Higher Learning*

Facilitator: Jenny Hartness

Location: Coral Ballroom C

This session will provide attendees with an overview of a model that can be used to predict graduation rates based on a 3-year average of institutional expenditures while accounting for differences in Carnegie Classification. A background on the examination of expenditures related to student outcomes, methodology used in creating a model, as well as discussion of the limitations and next steps will be presented.

Session 102 Tuesday, October 07, 2014 10:15 am - 11:00 am

Software Demonstration

IR Project Tracking: Documenting How Much and What We Do!

Track: Institutional Research

Presenter(s): Timothy Millard, *Jefferson College of Health Sciences*

Facilitator: Meaghann Wheelis

Location: Sandpiper D

Institutional Research Offices (IROs) complete a wide variety of mandated federal, state and regional reports/forms annually. In addition, they fill hundreds of ad-hoc data requests each year for a wide range of internal/external customers. Tracking and summarizing the work of the IRO is a daunting task, but doing so provides eye-opening insights into the function of the IRO and its role/value to the campus/larger academic community. In this session, you will be exposed to a simple yet efficient way of managing IR projects, documenting activities, and summarizing your completed tasks by means of a Microsoft Access database specifically designed for the working IR professional.

**Session 103 Tuesday, October 07, 2014 10:15 am - 11:00 am
Work Share**

Dissecting Retention and Graduation Rates to Improve Student Success

Track: Institutional Research

Presenter(s): Michael Bolen, *University of South Florida*

Facilitator: Aryn Abdou-Khaliq

Location: Dolphin

This presentation will discuss a research study on retention and graduation rates by enrolled college for FTIC and transfer students. Specific research questions, methodology, analyses, and future directions will be covered. Attendees will be encouraged to apply the research at their institutions to better understand institutional performance and address accountability concerns.

**Session 104 Tuesday, October 07, 2014 10:15 am - 11:00 am
Work Share**

You're Hired...Now What

Track: Institutional Research

Presenter(s): Barrie D. Fitzgerald, Sarah E. Hough, Tiffany S. Soma, *Valdosta State University*

Facilitator: Teresa Hall

Location: Heron

Hearing "you're hired" can be an exciting time for a person new to the IR field; however, that feeling is intertwined with nerves and anxiety about the days ahead. From the flurry of office acronyms, ad-hoc information requests, enrollment updates, survey analyses and reports, one can quickly become overwhelmed. As the newcomer settles into the job, it's important to learn quick, accurate and consistent methods to collect, analyze and validate data to meet strict and/or tight deadlines. Join us as we discuss and review time-saving tips and helpful hints for newcomers to the IR field.

**Session 105 Tuesday, October 07, 2014 10:15 am - 11:00 am
Work Share**

Feel the Power: Microsoft Excel Power Tools for the IR Office

Track: Institutional Research

Presenter(s): Alison Joseph & Elizabeth Snyder, *Western Carolina University*

Facilitator: Andrew Luna

Location: Pelican

This session will highlight a regional public university's focus on the new Microsoft "Power" tools - Power Pivot, Power View, Power Maps, and Power Query. These tools provide new

capabilities, particularly related to the development of more meaningful pivot tables, and new point-and-click functionality for the development of maps and dashboards. Additionally, one of the new tools offers an approach for extracting data from a wide variety of sources, and allows for in-line data transformation. This session focuses on a demonstration of the "power" of these new tools, including the tremendous benefits to an IR office.

**Session 106 Tuesday, October 07, 2014 10:15 am - 11:00 am
Paper**

The relationship between Institutional Characteristics and First Year Retention

Track: Planning

Presenter(s): Marcos Velazquez, *Barry University*

Facilitator: Kathryn Scheuch

Location: Sandpiper A

This study examines how certain institutional characteristics predict retention rates for students in the 2010 cohort. Data from the IPEDS Data Center has been accessed for over 1,600 institutions. The variables used describe entering class characteristics, student body composition, resource allocation profile, institutional setting, etc. The resulting model accounts for 53% of the variance in retention by using two combinations of variables and degree of urbanization. The preeminent predictor is a combination of median SAT, the estimated amount of undergraduate instructional expenditures per capita, the share of Pell grant recipients among freshmen, and the share of adult learners among undergraduates.

**Session 107 Tuesday, October 07, 2014 10:15 am - 11:00 am
Software Demonstration**

Developing Actionable Information Resources to Support Student Progression and Retention Initiatives

Track: Technology

Presenter(s): Linda Sullivan & Carlos Piemonti, *University of Central Florida*

Facilitator: Mondrail Myrick

Location: Sandpiper B

Identifying at-risk student populations and creating or improving student retention and progression intervention programs is a critical activity for many higher education institutions today. This case study details how the institutional research office of a large university, in collaboration with the student development and enrollment services division, developed an on-line information portal page, using business intelligence tools and the university data warehouse, to provide users with a large variety of actionable information, including dashboards, graphs, tabular

data and Excel exports. The case study will also include how this information has been successfully used for student retention and progression initiatives.

Session 108 Tuesday, October 07, 2014 10:15 am - 11:00 am

Software Demonstration

Manage Your Complete Research Life Cycle

Track: Sponsor Session

Presenter(s): Chris Devlin, *Thomson Reuters*

Facilitator: Mary Harrington

Location: Sandpiper C

Seamlessly manage and report on the many activities involved in the research process, from the earliest due diligence in the grant process through final publication and application of research results.

STATE SIG MEETINGS

Tuesday, October 7

11:15 am - 12:00 pm

Session 109 Tuesday, October 07, 2014 11:15 am - 12:00 pm

Alabama Association for Institutional Research (ALAIR)

Track: Special Interest

Presenter(s): Jon Acker, *The University of Alabama*

Location: Coral Ballroom A

Session 110 Tuesday, October 07, 2014 11:15 am - 12:00 pm

Georgia Association of Institutional Research, Planning, Assessment and Quality (GAIRPAQ)

Track: Special Interest

Presenter(s): Patti Gregg, *Georgia Perimeter College*

Location: Coral Ballroom B

Session 112 Tuesday, October 07, 2014 11:15 am - 12:00 pm

Louisiana Association for Institutional Research (LAIR)

Track: Special Interest

Presenter(s): Jennifer Daly, *Delgado Community College*

Location: Heron

Session 113 Tuesday, October 07, 2014 11:15 am - 12:00 pm

Mississippi Association for Institutional Research (MAIR)

Track: Special Interest

Presenter(s): Lee Skinkle, *Belhaven University*

Location: Pelican

Session 114 Tuesday, October 07, 2014 11:15 am - 12:00 pm
North Carolina Association for Institutional Research (NCAIR)

Track: Special Interest

Presenter(s): Laverne Macon-Jamison, *Livingstone College*

Location: Sandpiper A

Session 115 Tuesday, October 07, 2014 11:15 am - 12:00 pm
Tennessee Association for Institutional Research (TENNAIR)

Track: Special Interest

Presenter(s): Nathaniel Perry II, *Tennessee State University*

Location: Sandpiper B

Session 116 Tuesday, October 07, 2014 11:15 am - 12:00 pm
Texas Association for Institutional Research (TAIR)

Track: Special Interest

Presenter(s): Amy Bawcom, *Central Texas College*

Location: Sandpiper C

SAIR BOARD MEETING

Tuesday, October 7, 12:00 pm - 3:00 pm

Location: Boardroom

Convener: Sara Gravitt, *Wake Forest University*

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Newcomer's Reception
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Awards Breakfast
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***A Special Note of Thanks to
Local Arrangements***

Diane Hodgins of Northwest Florida State College has worked tirelessly through the entire conference planning process with anything we needed. Without her efforts, the SAIR Board wouldn't have been able to coordinate this conference. Thank you, also to Carrie Griffith of Northwest Florida State College for her support as well.

Thanks to EVERYONE at Northwest Florida State College for their support in providing labs, technology and food service for off-site workshops.

A special Thank You to Northwest Florida State College for their generous provision of computer labs for preconference workshops.

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 Matthew Campbell, Auburn University
 Mary Harrington, University of Mississippi
 Diane Hodgins, Northwest Florida State College
 Mitzy Johnson, Mississippi State University
 Lisa Lord, University of Louisiana at Lafayette
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 Assessment: Mary Lucas, Belmont University
 Community College: John McIntosh
 Institutional Research: Adam Shick
 Planning: Jayne Perkins-Brown
 Technology: Wendy Kallina
 Workshops: Matthew Campbell, Auburn University

Conference Logo

Redstick Sports, Baton Rouge, LA

Conference Photography

Sandi Bramblett, Georgia Institute of Technology

Conference Web Site

Edwin Litolff, University of Louisiana System

Facilitators, Special Interest Groups, Evaluations

Eric Atchison, Mississippi Institutions of Higher Learning

Local Arrangements

Diane Hodgins, Northwest Florida State College
 Carrie Griffith, Northwest Florida State College

Newcomers

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 Abby Wilcox, Florida SouthWestern State College
 Chris Ferland, Georgia College

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Track: Workshops

Matthew Campbell (Chair), Auburn University
 Cara Mia Braswell, Auburn University Montgomery
 Jessica Carroll, Auburn University Montgomery

EXHIBITOR LISTING

The Exhibitor Showcase is located in the
Emerald/Coral Ballroom Foyer

Hours of Operation:

Sunday, October 5th: 3:00 pm - 6:00 pm (1st drawing at 3:45 pm)

Sunday, October 5th: 7:30 pm - 9:00 pm, Opening Reception

Monday, October 6th: 7:15 am - 4:45 pm (2nd drawing at morning break & 3rd drawing at afternoon break)

Tuesday, October 7th: 9:00 am - 12:00 pm (Noon) (4th & final drawing at 10:10 a.m.)

Academic Analytics

Booth 9

Description: Academic Analytics is a full-service provider of academic business intelligence data. Our mission is to help universities by providing high quality, discipline-level data on faculty research output that administrators can use to support strategic decision-making and to facilitate the pursuit of excellence. The Academic Analytics Database (AAD) includes comprehensive information on over 230,000 faculty members, more than 9,000 Ph.D. programs, 11,000 departments, and 385 universities in the United States and abroad. The database presents faculty scholarly research output measuring research funding, journal and book publications, citations, conference proceedings, and honors and awards. Please stop by our booth for a demo!

Contact: Brenda Cooper

Email: bcooper@academicanalytics.com

Phone: 732-321-5095

URL: www.academicanalytics.com

AIR

Booth 3

Description: The Association for Institutional Research (AIR) is the world's largest professional association for institutional researchers. The organization provides educational resources, best practices and professional development opportunities for its members and the institutional research community. Its primary purpose is to support members in the process of collecting, analyzing, and converting data into information that supports decision-making in higher education. Formed in 1965, the Association serves more than 4,000 U.S. members and 160 international members from its executive offices in Tallahassee, Florida.

Contact: Eric Godin, Amelia Parnell

Email: egodin@airweb.org; aparnell@airweb.org

Phone: 850-385-4155

URL: www.airweb.org

Benchmark ITS**Booth 13**

Description: Benchmark is an Alabama-based company with a background of more than 25 years in the educational software industry. The company was started to create a software system to meet the needs of various educational institutions. From the start we have focused on four primary criteria: Deliver information, deliver it accurately, deliver it in a timely manner and give every user of the system – from state administrators to local teachers -- the ability to use that data to improve performance.

Benchmark offers you:

- ✦ Dedicated staff of educators, project managers and support experts
- ✦ Over 25 years of educational software experience
- ✦ Thousands of students nationwide currently tracked in our systems

Contact: Mandy Lanier

Email: mlanier@alliantds.com

Phone: 251-281-1665

URL: www.benchmarkits.com

CAE (Council for Aid to Education)**Booth 10**

Description: CAE (Council for Aid to Education) has pioneered the use of performance-based tasks in our Collegiate Learning Assessment (CLA+) to evaluate the critical-thinking and written-communication skills of college students. Over 700 institutions—both in the United States and internationally—have used the Collegiate Learning Assessment to benchmark value-added growth in student learning. CLA+ now measures analysis and problem solving, scientific and quantitative reasoning, critical reading and evaluation, and critiquing an argument, in addition to writing mechanics and effectiveness. With CLA+ Career Connect, students can leverage their results as they pursue employment and make use of CLA+ Career Connect special opportunities.

Contact: David Gastwirth

Email: dgastwirth@cae.org

Phone: 212-217-0806

URL: www.cae.org/cla+

Civitas Learning, Inc.**No Booth**

Description: Civitas Learning is on a mission to help one million more students learn well and finish strong. Civitas Learning partners with forward-thinking institutions to harness the power of insight and action analytics to power and scale student success initiatives -- bringing the best of education, technology, and data together to measurably improve student persistence, retention, and graduation. Using a cloud-based predictive analytics platform and engaging applications, Civitas Learning delivers insights to the frontlines, where committed students, faculty, advisors, and administrators can use them to inform decisions -- big and small -- to deepen learning and improve outcomes.

Contact: Rob Weaver, Director, Strategic Partnerships at Civitas Learning

Email: rob.weaver@civitaslearning.com

Phone: 512-949-5915

URL: www.civitaslearningspace.com

Digital Measures**Booth 2**

Description: Gain visibility into your faculty's teaching, research and service accomplishments to broadcast a strong message to your accreditors and external constituents. Then, streamline your course evaluations to save resources and make everyone happier with the process. 300+ of the largest 500 campuses of higher education leverage Digital Measures' software.

Contact: Julie C. Krueger, Business Manager

Email: julie@digitalmeasures.com

Phone: 414-223-5118

URL: www.digitalmeasures.com

ETS

Booth 4

Description: ETS advances quality and equity in education by providing fair and valid assessments, rigorous research and related services. Since 1947, institutions of higher education have relied on ETS to help them demonstrate student learning outcomes and promote student success and institutional effectiveness. To learn more, visit ets.org/highered.

Contact: Ann-Marie Stephenson

Email: astephenson@ets.org

Phone: 609-683-2682

URL: www.ets.org/highered

GradesFirst

Booth 7

Description: GradesFirst is a student retention solution serving over 240 institutions nationwide. Our comprehensive system combines Early Alert with Advising Management, Tutoring Management, advanced Communication tools, and GradesFirst Analytics, a powerful reporting module. Each component of GradesFirst works seamlessly with the others to increase retention, improve outcomes, and measure success.

Contact: Larry Batts, Senior Account Executive

Email: Info@gradesfirst.com

Phone: 800-745-5180

URL: www.gradesfirst.com

Hobsons

Booth 11

Description: Hobsons helps educators, administrators, students, and families maximize success through every stage of the learning lifecycle. Our personalized learning, academic planning, post-secondary enrollment, and student support solutions serve millions of students across more than 7,500 schools, colleges, and universities worldwide.

Contact: Kevin McCarty

Email: alice.heidtman@hobsons.com

Phone: 513-891-5444

URL: www.hobsons.com

National Student Clearinghouse

Booth 1

Description: The National Student Clearinghouse, higher education's trusted partner since 1993, provides education verification and reporting to over 3,400 postsecondary institutions, enrolling nearly 98 percent of all students in public and private U.S. institutions. Our educational research service, StudentTracker, enables institutions and researchers to study postsecondary success by querying our unique nationwide coverage of postsecondary enrollment and degree records. The National Student Clearinghouse® Research Center™ collaborates with institutions, states, school districts, high schools, and educational organizations as part of a national effort to use accurate longitudinal data outcomes reporting to make better informed educational policy decisions leading to improved student outcomes.

Contact: Joe Roof, Regional Director

Email: roof@studentclearinghouse.org

Phone: 386-740-0146

URL: www.studentclearinghouse.org

Nuventive**Booth 5**

Description: For more than 13 years, Nuventive has helped hundreds of higher education institutions improve personal and institutional performance through institutional performance management, strategic planning, academic and administrative outcomes assessment, program review, accreditation, and student success. Our performance management solutions offer a new way to establish a culture of performance with a flexible software system that enables faculty, staff, and administrators to link measurement to strategic objectives, reflect on those measurements, and take action to improve performance. As a result, you can engage your stakeholders more deeply in developing and executing your institutional plans and improve institutional achievement and competitiveness.

Contact: Denise Raney

Email: dcraney@nuventive.com

Phone: 412-968-0156

URL: www.nuventive.com

PACAT, Inc.**Booth 16**

Description: ACATs deliver a critical balance between locally generated and nationally referenced instruments for assessing content mastery in the major. ACATs provide faculty with content options matching their departmental teaching and learning goals. ACATS are available for 12 baccalaureate disciplines and can be administered using pencil-and paper or computer.

Contact: Allen Senseney

Email: allen.senseney@collegeoutcomes.com

Phone: 931-552-9028

URL: www.collegeoutcomes.com

Public Insight**Booth 6**

Public data that impacts higher education institutions (like data from the Integrated Postsecondary Education Data System, the U.S. Census Bureau, or the Bureau of Labor Statistics for example) can be very complex and difficult to understand or gain useful analysis from. Public Insight transforms public data from a variety of sources by placing the data into an easy-to-use website so that users can quickly and easily navigate the data, generate peer comparisons, and create data context and historical relevance in their analysis.

Contact: Kevin Owens

Email: Kevin.Owens@publicinsightdata.com

Phone: 330-656-9207

URL: www.publicinsightdata.com

SAS**Booth 18**

Description: SAS' roots were established over 35 years ago when it was founded at North Carolina State University. Today, more than 3,000 educational institutions use SAS® to obtain accurate, critical and timely information.

With SAS, users can aggregate and analyze data to improve decision making and strategic planning.

SAS helps institutions:

- Analyze data on students, faculty, programs, facilities, etc.
- Provide self-service reporting to all users.
- Proactively manage enrollment, retention and programs.
- Target potential students and ensure the success of those currently enrolled.

Since 1976, SAS has given educators The Power to Know®.

Contact: Wes Avett

Email: wes.avett@sas.com

Phone: 919-531-4467

URL: www.sas.com/ir

SCANTRON

Booth 15

Description: Need a better course evaluation or assessment solution? Scantron provides intelligent assessment, data management, and analytics solutions that help learners, educators, and leaders around the world. From web-based and desktop software to reliable scanners and guaranteed forms, Scantron products help you *use* your data instead of just collecting it. Scantron's proven solutions have helped colleges and universities simplify and speed up crucial data collection for decades. Effective decisions depend on reliable and meaningful data. Scantron software, scanners, and forms turn raw data into actionable results that drive organizational performance. See what Scantron can do for you today!

Contact: Michael Adkins

Email: Michael.adkins@scantron.com

Phone: 770-292-9305

URL: www.scantron.com

Taskstream

Booth 8

Description: Taskstream makes it easier for you to assess how well you are meeting your goals, showcase your accomplishments, and identify where to improve. With Taskstream's assessment planning, e-portfolio, rubric scoring and reporting, clinical experience management, and survey capabilities, educators and students are focusing on what matters most to their success.

Contact: Colleen Arrey, Trudy Milburn

Email: carrey@taskstream.com; tmilburn@taskstream.com

Phone: 210-410-3731, 212-868-2700

URL: www1.taskstream.com

Thomson Reuters

Booth 17

Description: Thomson Reuters supports the full research lifecycle for all involved in the process. Our expertise allows us to integrate and centralize data across multiple sources for reliable research and development analysis. The systematic and objective assembly of data lets administrators, researchers and faculty explore and build upon research at the institutional, regional, national and global levels.

Contact: Chris Devlin

Email: christopher.devlin@thomsonreuters.com

Phone: 215-913-7762

URL: <http://researchanalytics.thomsonreuters.com/>

Tk20 Inc.

Booth 20

Description: Tk20 provides strategic planning, assessment, institutional effectiveness, and accreditation management solutions that foster sustainable, integrated processes. Data collection is streamlined through built-in assessment tools, imports from student information systems, and integration with LMS platforms, providing a comprehensive view of student learning, program quality, and institutional effectiveness. Extensive reporting capabilities facilitate tracking, demonstrate effectiveness, and illuminate areas needing improvement. The loop can be closed by specifying actions to be taken and linking them to budgets and strategic plans. With data tied directly to outcomes, retrieving documentation during institutional reviews and generating program or regional accreditation reports has never been easier.

Contact: Katelin Trowbridge

Email: ktrowbridge@tk20.com

Phone: 201-245-8577

URL: <http://tk20.com>

U.S. News Academic Insights

Booth 19

Description: Built specifically for institutions, Academic Insights is the best benchmarking tool available in Higher Education. Academic Insights provides schools the ability to quickly analyze their relative position to other institutions based on single data points or ranking criteria. Peer group creation can be generated based on manual school selection or by ranking cohort. Through a variety of visualizations, the platform clearly shows how your institution compares to others over time. The platform also offers access to our Download Center, where users can quickly download datasets for their own analysis.

Contact: Chris Petrie

Email: CPetrie@usnews.com

Phone: 202-955-2150

URL: ai.usnews.com

Weave

Booth 12

Description: Weave leverages intuitive software that is designed around best practices in institutional effectiveness with a knowledge team whose members have invaluable on-campus experience to help institutions create an inviting environment that engenders and informs effective participation in improvement. Others offer software integration; we deliver people integration.

Contact: Melissa Rainey

Email: melissa@weaveengaged.com

Phone: 877-932-8340 or Weave: 877-932-8340

URL: www.weaveengaged.com

Xitrac (Concord USA, Inc.)

Booth 14

Description: Xitrac is the simple to use yet feature rich solution for program and course outcomes assessment, curriculum mapping, strategic planning, credentials management and compliance reporting. Discover how Xitrac gives you more reports while taking less time for you and the faculty by contacting Ed Hanley (ehanley@concord-usa.com) or our website (www.xitrac.com).

Contact: Ed Hanley

Email: ehanley@concord-usa.com

Phone: 770-200-7465 Extn: 122

URL: www.xitrac.com

ENTRY LEVEL



LOWER LEVEL



Hilton

**SANDESTIN BEACH
GOLF RESORT & SPA**

KEY

- Meeting/Conference Rooms
- Stairs/Elevators/Amenities
- Food & Beverages
- Restrooms

A Savannah SAIR

Hyatt Regency Savannah, Georgia
October 10-13, 2015

First, I want to express appreciation for the vote of confidence to join fellow SAIR members to shape a group that has defined the success and “retention” of many of us in this field. A Savannah SAIR is a perfect location for a group of IR and assessment professionals as we continue our tradition of sharing our professional skills. SAIR has its traditions; and Savannah, with its many traditions, is a perfect place to take our training seriously yet enjoy building relationships among our colleagues.



The local arrangements committee has already begun to assure there will be excellent training and SAIR fun! My first SAIR conference was in Savannah in 1997. I would have never imagined myself as a leader of this group fifteen years later. My involvement over the years has shaped me significantly. Because of that, I'm encouraging you to email me early if you are interested in volunteering for Savannah SAIR next year or better yet, look me up in while we are in Destin! Many newcomers are unsure of the numerous ways help is needed to continue our successful conferences. Likewise, many of you underestimate the skills you have which others need. My email is cara.braswell@aum.edu. Please contact me to volunteer next year or to tell me the training you need.

Now for the fun part. There are so many sites to see and things to do in Savannah. Try beginning with an *Old Savannah Tour*. Savannah has a rich (some say haunted) history with night tours through cemeteries, historic houses, haunted pubs (including pub crawls), and even more haunts on *Tybee Island* with its beach, fishing pier, and many recreational activities. Or, visit the Historic Savannah Theatre (in operation since 1818) and saunter along Factors' Walk and River Street to absorb the real feel of history while watching huge container ships from around the world float by. Try out the numerous unique shopping and dining opportunities in Savannah, including *Paris Market* offering a taste of French homes goods; *Candy Kitchen*, a local favorite where sweets are made before your eyes; *Huey's On The River* where brunch features not-to-be-missed Café Au Lait and Beignets.(Yum!) Don't miss Jim Williams' house (featured in *Midnight in the Garden of Good and Evil*); the Colonial Cemetery where General Sherman bivouacked his army after occupying Savannah in 1864 (his soldiers target practiced on tomb stones); or Juliette Low's home from which girl scouts were unleashed on the world. Or, you might enjoy Daffin Park with Grayson Stadium (baseball fans) or the Oatland Island Wildlife Center filled with creatures (gators, bison, tortoise, deer, & birds of many feathers for wildlife lovers).



Savannah is extraordinarily rich in history offering many parks and museums including Forsyth Park (offering a Farmer's Market on Saturdays). Museums include Georgia State Railroad Museum (featuring a steam engine ride); Forts Jackson and Pulaski (with daily interactive programs) among few East Coast forts surviving both the War of 1812 and the Civil War; the Ships of the Sea Maritime museum with its classic gardens; or the Telfair art museum and the Georgia Historical Society with their fine collections.

Transportation from the Savannah/Hilton Head International Airport is about a 20 minute drive to the Hyatt by taxi or shuttle. For those wanting to extend this trip into vacation AMTRAK has a station in Savannah.

Many thanks are in order to the Local Arrangements Committee 2015 for the Savannah SAIR: Mike Crow, Savannah State; Nijah Bryant, Savannah State; Laura Mills, Atlantic Armstrong; Amy Ballagh, Georgia Southern; Jayne Perkins-Brown, Georgia Southern; Sandi Bramblett, Georgia Tech.

I am looking forward to a Savannah SAIR!

Cara Mia Braswell, 2015 Program Chair
Auburn University at Montgomery (AUM)

NOTES

NOTES

SAIR

2014



*Navigating waves of change
into oceans of success*